MAKING A DIFFERENCE...

23 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 analysis 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 the 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
 ✓ Pre Testing Media Material
 ✓ Documentation
 ✓ Opinion Polls

Advocacy
 ✓ Workshops, Seminars & Symposiums
 ✓ Publications
 ✓ Felicitations/Awards
 ✓ Corporate Social Responsibility Programmes
 ✓ Film Festivals & Competitions
 ✓ Innovative engagements with media and corporations

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

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

CMS CORE COMPETENCIES
• Monitoring and Evaluation
• Policy Research
• Action Research
• Pre and post testing media material
• Communication Strategies
• Advocacy
• Capacity Building

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MAKING A DIFFERENCE...
IT IS NOW 20 + 20 RESEARCH HOUSE!

CMS was founded in 1990-91, with an objective to make a difference in policy and practice that contributes to our vision of Equitable Growth and Responsive Governance.

The experience of now more than two decades of operations and research has certain insights but also a definitive philosophy, concern and commitment. 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. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance.

This is how CMS has been functioning in the last 22 years as a national institute from its own professional 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 the beginning, hardly anyone expected CMS to survive with such priorities and rigid goals.

Over these 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.

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.

All this has been possible because of shared concerns and dedicated efforts of dedicated professionals at CMS and of P N Vasanti, its Director. I am proud that an organization with such concerns, commitment and accomplishments in the country is able to operate on not-for-profit basis.

This Report provides an overview of CMS initiatives in the last two years (2011-12 and 2012-13). Hope it is able to stimulate more dialogue, concern and activities.

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.

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

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

MISSION
To provide global leadership and excellence in Research, Advocacy & Capacity Building in Social Development, Environment, Communication, Media and Transparency issues through innovation and partnerships.
Registration Act, 1860

*Registered under the Societies Registration Act, 1860*

This study will help to formulate strategy for social governance in the country:
- **Equitable development and responsive governance in the country.**

8 dynamic teams CMS works in:
- **Strengthen institutions**
- **Stakeholder involvement**
- **Making and public policy.** We also change and should inform decision making.
- **Research can guide us through equity."**

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed over 585 projects in collaboration with 162 public and private partners across the globe.

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 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**

The first four teams focus on the core themes of CMS research. The other four teams focus on specialised services provided by CMS. Together, these teams have developed a number of initiatives that are pioneering and remarkably popular. Some of these include:
- CMS VATAVARAN - India's Premier International Environment & Wildlife Film Festival and Forum
- CMS Symbols - A forum on Communication for Social Development
- CMS ENVIS Centre - An information resource centre on environment
- CMS Corruption Study - Annual studies on “People’s Perception and Experience with Corruption in Public Services”.

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

Where Do We Work?

CMS has a fully-equipped National Office in New Delhi 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 and 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.

**Highlights**

- CMS has worked with 46 International and National partners to execute over 85 projects in the last two years (2011-12 & 2012-13).
- CMS has advocated on critical themes like child girl education, education reforms, media regulation issues, environment conservation, Right to Information, Social Audit, Entertainment Education, Corruption, Road Safety and Transparency to promote equitable development and responsive governance in the country.
- CMS was a collaborative partner in the 5th International Entertainment Education Conference – EES,’ organised by Johns Hopkins, Bloomberg School of Public Health, Centre for Communication Program, UTEP, Hollywood Health and Society, Centre for Human Progress and UNICEF in November 17-19, 2011, New Delhi. The other Collaborating partners were Media & Health, Soul City Institute and Make Art Stop Aids.
- CMS has an Institutional Review Board (CMS-IRB), registered in the Division of the Assurance and Quality Improvement of the Office for Human Research Protections (OHIRP, USA), to give technical support to research organisations towards maintaining the ethical standards in research on human subject. CMS is also registered to give Federal Wide Assurance (FWA) for the Protection of Human Subjects for International (Non-U.S.) Institutions.
- CMS developed a comprehensive Monitoring and Evaluation (M&E) Framework for UNICEF India Country Office’s (ICO) Advocacy and Communication (A&C) team. This exercise has been undertaken for the first time at the ICO level for A&C team. The primary goal of the M&E Framework is to ensure that the team is duly equipped with dynamic mechanisms which will enable to systematically and scientifically capture results so that focus can be sharpened and strategies revised in order to ensure impact from advocacy and communication efforts on UNICEF’s priority issues concerning children.
- CMS VATAVARAN, had signed a collaboration agreement with the China International Animal & Nature Film Festival (“CIFAN”) for widening the reach and impact of environmental films. The partnership brought under one roof the filmmakers of both the Asian giants to network and exchange ideas.

Mr. Alok Srivastava, Team Leader CMS Social

- Presented a paper on ‘Key Challenges in Evaluation- Sharing of First Hand Experiences’ during the Global Assembly of International Development Evaluation Associations (IDEAS) in Amman (Jordan), April 2011.
- Participated as a Resource Person for ‘Designing of Instruments for Child Labour Identification Survey’ during Training Workshop for Teaching Community of different universities and colleges in Uttar Pradesh, VV Giri National Labour Institute, Ministry of Labour and Employment, GOI 2012.
- Provided inputs during an e-discussion/consultation on ‘National Food Security Bill from Gender Perspective’ organised by UN Solution Exchange Community and UNDP, 2012.
- Submitted paper abstract on, “Ethical Challenges for Evaluation”, at the Annual Conference of the American Evaluation Association, Evaluation 2012 (was accepted, but could not attend the conference).
- Is a Regular Resource Person for the session on “Analysis of Qualitative Data by using NVivo8” in VV Giri National Labour Institute, Ministry of Labour and Employment, GOI.
- Is a member of the Indian Sociological Society.
- Participated as a Resource Person for a session on “Analysis of Qualitative Data by using Qualitative Software” in Institute for Studies on Industrial Development sponsored by ICCSR, 2013.
- Ms. Alka Tomar, Director CMS Environment
- She is member of International Union for Conservation of Nature (IUCN) Commission on Education and Communication (CEC), 2013
- Was nominated and participated in a three week US Department of State supported, International Visitors Leadership Programme (IVLP) on Climate Change and Clean Energy in Washington DC, San Francisco, New Orleans and Albany, USA, May 21 - June 08, 2012.
- Addressed a press conference during United Nations CBD COP-11 on October 18, 2012 for releasing the following CMS Environment research studies:
  - CBD CoP Delegates Feedback Analysis, 2012
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.

- Knowledge, Attitude and Practice of common people about Biodiversity and Cop 11 to the CBD in 10 Indian cities, 2012
- Gave a presentation to journalists on ‘Analysis of Print Media Coverage on Green issues in Utrakhand, Nov 2011 - April 2012’ at Media Round Table on Reshaping the future of Environmental Journalism: Issues, Challenges and the Way Forward, July 31, 2012, Dehradun.
- Made a presentation on ‘Career Opportunities in Environment Sector’ to the Post Graduate students of School of Environment and Natural Sciences, Doon University.
- Is member of United Nations Solution Exchange Climate Change Committee Member, 2012
- Is member of United Nations Solution Exchange Water Committee Member, 2012
- Was jury member of Vasundhara Environment Awards, International Film Festival (IFFI), Govt of India, Goa, Dec 2011
- Was one of the international jury member of Online short film competition called Life. Nature.Your. Make the Connection as part of WWF International’s 50th Anniversary, Dec 2011
- Ms. Alka Tomar, Director, Ms. Priya Verma, Festival Coordinator, Mr. Gajendra Rai, Project Manager and Ms. Deepti Roy, Project Executive of CMS Environment Team were observers in United Nations Convention on Biodiversity COP 11/ MOP 6 held at Hyderabad from Oct 1-19, 2012.
- Attended UN Climate Change Conference (COP18/ CMP 8), the Qatar National Convention Centre, Doha, Qatar, November 7 – December 2012.

Dr. Amit Rahal, Sr. Research Executive, CMS Social
- Attended the India NGO Awards 2010 Celebrating Success Rewarding Excellence, organised by Rockefeller Foundation and Resource Alliance, August 2011 at New Delhi.
- Attended a XXVII All India Sociological Conference, Indian Sociological Society Diamond Jubilee celebrations, organised by Centre for the Study of Social Systems, Jawaharlal Nehru University on December 10-13, 2011 at New Delhi.
- Attended a SPSS Training conducted by SPSS South Asia, organised by Centre for Media Studies April 2012, New Delhi.
- Ms. Chandni Bair, Sr. Research Executive, CMS Social
- Mr. Debananda Mohanta, Research Executive, CMS Social
- Attended a SPSS Training conducted by SPSS South Asia, organised by Centre for Media Studies, April 2012, New Delhi.
- Mr. Muntaz Ahmed, Sr. Research Manager, CMS Social

Ms. Paramita Dasgupta, Team Leader, CMS Communication
- Presented the ‘Formative Research Findings’ as part of the Designing and Implementing an Impact Evaluation of ‘Safe Cities New Delhi Project’ (Phase II) at Cairo for ‘Safe Cities Free of Violence against Women and Girl’s Global Programme’, UN Women, July 2011
- Was one of the panelists in the National Media Workshop on Road Safety organized by WHO, November 2012.
- Ms. Kalpana Bindu, Sr. Research Manager, Ms. Deepmala Dutta, Sr. Research Executive, Ms. Gayatri Baruah, Research Executive
- Ms. Garima Tiwari, and Mr. Abison Paul, Sr. Research Executive
- Attended the National Media Workshop on Road Safety organized by WHO, November 2012.
- Ms. Priya Verma, Festival Coordinator, CMS Environment
- Was a special invitee in the inaugural ceremony of FICCI FRAMES 2012, Mumbai.
- Was one of the panelists in the National Media Workshop on Road Safety organized by WHO, November 2012.

Ms. P N Vasanti, Director CMS Communication
- Chaired a research panel during the Golden Jubilee celebrations of Institute of Home Economics, October 31, 2011, New Delhi
- Co-moderated a session with Mr. Douglas Storey on Strengthens Practical Skills for Program Design and Impact: Making Theories and Data work for you at the 5th International Entertainment Education Conference -EES’, organised by Johns Hopkins Bloomberg School of Public Health, November 17-19, 2011, New Delhi
- Participated in the Second CEOs Roundtable on Broadcast with Ms Ambika Soni, Hon’ble Minister of Information & Broadcasting, December 14, 2011, New Delhi.
- Participated as a Speaker in DD News- Programme Charcha Mein on February 18, 2012, New Delhi
- Participated as a speaker in News Express program Kaun Banayega Sarkar, March 6, 2012, Delhi.
Survey for ‘Meena Ki Duniya’. The former gives CMS an opportunity to conduct rounds of Effectiveness signed a long term association with UniCeF to pre-test any development campaigns on Age of marriage, communication material and to contract (LTa) with UniCeF.

Participated as a panelist in, • 2012, New Delhi. Summit (GSS) 2012,

Participated in • August 30, 2012, Implementation of Digitization

Participated in a, • August 8, 2012, Round Table on Radio,' Participated as a panelist in, • December 21, 2012 organized by CII, New Delhi.

Participated in the, ‘PSD International Advisory Board Meeting as a Board Member,’ November 19-24, 2012, Hague.


Participated as a panelist in a Round Table Discussion on, ‘Current Scenario of Television Audience Measurement (TAM) in India,’ October 5, 2012, New Delhi.


Participated in the, ‘PSO International Advisory Board Meeting as a Board Member,’ November 19-24, 2012, Hague.

Participated as a panelist in, ‘CEOs Round Table on Radio,’ December 21, 2012 organized by CII, New Delhi.

Chaired a panel on EE intervent ion during Consultation on Social and Behavior Change (SBC) Interventions for Enhancing Child Survival in South Asia, January 29-30, 2013 organised by PCI, USAID, UNICEF.

“Film is a strong medium for environmental awareness. All the individuals working in the biological system knows that we can remain only if biodiversity is maintained. Through this festival (CMS VATAVARAN), we can develop a sort of awareness among our future citizens about this”.

-Dr. Sudarsan Ghosh Dastidar, Hon’ble Minister In-charge, PWD and Environment Department, Govt of West Bengal.
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.

- Justice 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 social scientist, media expert & psephologist.
Ms. P. N. Vasanti, Social Psychologist, and Media Researcher
Dr. Shanti Swarup Medasani, Scientist
Ms. N. Bharati, Development Consultant
Dr. G. Lakshmi Kumari, National Scientist and former Sr. Professor, NIHFW
Shri. Vinod Vaish, IAS (Retd.), former Secretary, Dept of Telecom, GoI
Prof. M. K. Premi, Demographer, former Sr. Professor, JNU

CMS-Advisory Council
Justice P. N. Bhagwati, former Chief Justice of India
Shri. N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), GoI
Shri. Shyam Benegal, MP, Eminent Film Director
Dr. Y. S. Rajan, former Director of TIFAC
Shri. D. R. Kirthikeyan, 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 Giri, 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, Sr. Journalist, former Editor, India Today
Shri. S. Naveen, Psephologist and Market Researcher
Shri. S. D. Saxena, former Director (Finance), BSNL

Leadership
Collaborating with Domain Expert to create Holistic Knowledge

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.

-Mr. 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 2011-2013, CMS Social worked on 19 projects on issues such as, education, health & nutrition, agriculture, livestock and rural development 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 Shiskha Abhiyan-SSA) and Higher Education

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

- Mr. Alok Srivastava, CMS Social Team Leader’s inputs during e-discussion followed by Consultation meet on ‘National Food Security Bill from Gender Perspective’ organized by UN Solution Exchange Community and UNDP, 2012.

- Mr. S. Ramakrishna, Joint Director, Directorate of Adult Education, Ministry of Human Resource Development.
Amongst the national and state levels, implementing partners at (M&E) support to donor and monitoring and evaluation on providing research, team Goals (MDG’s), CMS Social Millennium Development
In consonance with the as infrastructure facilities. of human resources as well accessibility and availability in terms of health services (AIDS, TB and Malaria) and health, public health (HIV/ to maternal and child evaluation studies related mainly on research and sector, the focus will be RTE Act. In the health in the backdrop of the education, particularly development, elementary 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.

Future Plans

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.

CMS Social Team Members

Mr. Alok Srivastava, Team Leader- CMS Social, PGD (Rural Development and Management).
Mr. Mumtaz Ahmed, Sr. Research Manager, MA (Sociology & History), LLB
Ms. Kirti Varwadekar, Sr. Research Manager, BSc (Statistics, Math’s & Eco), MSc (Statistics), MA (Population Studies), Diploma in Computer Concepts & Application
Dr. Amit Rahul, Sr. Research Executive, PhD, M Phil, MA (Sociology)
Ms. Chandni Nair, Sr. Research Executive, M Phil (Public Health), MA (Social Work), PG Diploma (Human Rights), Certificate (Health & Human Rights)
Mr. Debanand Mohanta, Research Executive, MA (Political Science)

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.

CMS has been a trusted partner of WFP for many years working in partnership by undertaking assessments and evaluations of WFP supported projects. I would like to specifically mention a very professional approach towards a good quality research and evaluation support by CMS Social during the comprehensive socio-economic baseline assessment (of MP Nutrition Programme). In addition to socio-demographic data, the assessment included anthropometric assessments along with anaemia estimation. I appreciate their systems of supervisory mechanisms and partnerships with laboratories and other stakeholders in place to ensure quality, not only in data collection and analysis but also overall presentation and understanding. CMS also undertook profiling of families with severely malnourished child for WFP supported MP Nutrition project which included collection and compilation of information on several indicators and had potential to use this data for a very detailed micro-planning.

Ms Pradnya Paithankar
Programme Officer (M&E-VAM), UN World Food Programme.
We are living in 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)

The CMS Environment team has been involved multifariously in policy research and programmes evaluation aimed at creating sustainable solutions for environment protection. A host of projects covering issues of national and global significance, executed by CMS Environment at the behest of the Government of India and other prominent partners, mark CMS Environment’s journey in 2011-2013. The team’s thematic focus was on climate change, low carbon practices, biodiversity, conservation and livelihoods, sustainable eco-tourism, drinking water and sanitation.

This team has been a member of several committees of Ministry of Environment and Forests, Government of India, and consistently provided environmental communication advisory support to the ministry.

India’s premier film festival on wildlife and environment, CMS VATAVARAN is also an initiative of the eclectic CMS Environment team.

**AREAS OF EXPERTISE**
- Research and Evaluation
- Formulating Strategies
- Environmental Education
- Environment Information Resource Centre

**AREAS OF WORK**
- Climate Change
- Drinking Water Supply and Sanitation
- Biodiversity
- Urban and Rural Environment
- Natural Resource Management (Watershed, Forestry and Livelihoods)
- Wildlife Conservation
Youth and Climate Change – Dissemination of Research Findings: Three – four academic research papers have been the outcome of the UKIERI study on youth and climate change. The academic papers have been presented in international conferences and top ranking international peer-reviewed journals & books. The research results were presented in Bournemouth University, UK; LUISS, Rome; Vietnam National University, HCMC; Pontifical Gregorian University, Rome; University of Sydney, Australia; James Madison Centre of Princeton University; University of Lugano, Switzerland, 4th European Communication Conference (ECCER), Istanbul, Turkey and International Association for Media and Communication Research conference (IAMOR). The finding has led to discourse on climate change communication, environment communication and science communication scholars.

Film Festival in United Nations CBD COP 11/ MOP 6: The CMS Environment in association with Ministry of Environment and Forests, Govt of India and National Biodiversity Authority (NBA), India hosted the International Biodiversity Film Festival for the delegates of CBD COP 11/ MOP 6 for the first time in UN Conference of Parties on Biodiversity meeting in Hyderabad. Approx. 27 hours of film programming was presented. Mainstreaming films and film festivals as an important medium for Communication, Education and Public Awareness (CEPA) was acknowledged by the UN Secretariat of the Convention on Biological Diversity & it would be a regular affair in future programmes and meetings of CBD COPs.

CMS Environment Group organized a Press Conference at United Nations Meet on Thursday, 18 Oct 2012 at the UN CBD COP 11, Hyderabad for releasing its three research studies findings on (i) COP 11 delegates feedback; (ii) Knowledge, Attitude and Practice (KAP) on biodiversity and (iii) print media coverage on CBD COP. CMS Environment’s study on biodiversity and COP -11 calls for ‘intense and inclusive’ public engagement in mainstreaming biodiversity. The random and independent survey among delegates was conducted by CMS Environment for their feedback on the plenary sessions, high level segments, side events, CEPA fair, exhibitions, delegate kits, venue, facilities, hospitality, delegate registration process and the overall experience. And the CMS Environment study on analysis of 636 print media coverage from July – Oct 9, 2012 was to understand the role of media in bringing the CBD convention agenda and related issues in the public and policy domain. http://www.cbd.int/cop11/events/press-conferences/

UN Reporting on Desertification: CMS Environment contributed to the preparation of 5th National Report for submission to the United Nations Convention to Combat Desertification (UNCCD) Secretariat. The Ministry of Environment and Forests is the nodal agency for this and is a prestigious reporting for India. All the relevant Ministries, Science and Technology Institutions, Civil Societies including CMS Environment have joined hands for this task.

The International Visitor Leadership Program (IVLP) is the US Department of State’s premier professional exchange programme. Through short-term visits to the United States, current and emerging foreign leaders in a variety of fields experience this country firsthand and cultivate lasting relationships with their American counterparts. Professional meetings reflect the participants’ professional interests and support the foreign policy goals of the United States. Alka Tomar was one of the five participants from India chosen by the US Department of State for esteemed 2012 IVLP on climate change and clean energy. During her visit to Washington, San Francisco, Louisiana and New York, she deliberated with policy makers, corporates and civil societies on range of issues related to climate change and clean energy.

CMS VATAVARAN

5th Travelling Edition of CMS VATAVARAN: Biodiversity Film Festival and Forum, 2012, Dehradun, Jaipur, Goa, Hyderabad and Kolkata

CMS VATAVARAN travelled to Dehradun, Goa, Hyderabad and Kolkata in 2012, with a programme built around the theme of biodiversity conservation. Hyderabad CMS VATAVARAN – Biodiversity Film Festival was organised as part of 11th Conference of the Parties (COP-11) to the Convention on Biological Diversity (CBD).


The theme of the sixth edition of the CMS VATAVARAN competitive Film Festival was Biodiversity. The jury consisting of 7 members selected 68 films for nominations (51 Indian films 22 states & 17 international films from 27 countries) from 317 entries for the festival. 18 Indian Awards worth Rs 12.5 Lakhs and 9 International Awards in 10 Categories were awarded.

a. Biodiversity Film Festival, June 01 – 04, 2011, New Delhi

For the first time ever, CMS VATAVARAN hosted the Biodiversity Film Festival in the capital. The festival was hosted with more than 50 films for nearly 5000 people in five different venues and for five different set of audience. The prominent being Tihar Jail inmates, ITBP & Air Force officials and their families. The inaugural in PVR Plaza and special screenings for children at National Science Centre were very overwhelming.

b. New Horizons: In 2012, over 250 best environment and wildlife films, of total 196 hours duration focusing on the biodiversity theme and related environmental issues were screened in a span of 37 days for a diverse audience located in 51 venues spread across 5 cities i.e. Dehradun, Jaipur, Goa, Hyderabad and Kolkata. The 2012 Biodiversity Film Festival and forum demonstrates the magnitude of issues and the diversity of people approached to inculcate environment sensitivity.

c. Niche and High Profile 2012 Festivals: The hon’ble Governors in Dehradun & Goa, Chief Minister in Rajasthan, two prominent ministers in Kolkata has inaugurated the festivals in 2012 thus making this endeavour in Dehradun, Goa, Jaipur and Kolkata very niche & high profile. In fact, such a festival was hosted at Raj Bhavan in Dehradun for the first time. The who’s who of the city attended it which has become a benchmark for future festivals.

d. Mainstreaming jail inmates on biodiversity conservation discourse: CMS VATAVARAN edutainment film packages promoting best practices and responsibility among jail inmates were first initiated in 2011 for inmates of Tihar Jail. The programme comprised of environmental films (special package of films, ensuring that literacy is not a prerequisite for obtaining environmental education) followed by focused discussions. The same kind of programmes were organised in Dehradun, Jaipur and Goa jails. Around 3500
With maximising reach and place for filmmakers along at becoming a popular market CMS VATAVARAN is aimed schools, with the initiation of the consolidating its Environmental Sanitation” in 2012.

Domain knowledge on water and sanitation and biodiversity. CMS VATAVARAN provided a platform sharing local knowledge. CMS were followed by curiosity and packages were made for this visual medium. Special film were engaged through audio where in rural communities and wide in rural areas: mess & clubs.

Airforce schools etc) and Officers (Kendriya Vidyalaya, Army schools, (AFWWA, AWWA etc), schools practices among their ladies clubs it assisted in institutionalising domains of doctrine, training and partnership among media professionals and the government.

CMS VATAVARAN Media Roundtable brought two key actors - media and policy makers on one table for the first time to create a bi-lateral dialogues concerning future environmental roadmap for the state. The roundtable was organised in Dehradun, Jaipur and Goa to strengthen dialogue and partnership among media professionals and the government.

No or distant access to wildlife cinema, showing a range of films in village schools and other venues. Overarchign aim of the screenings was to enrich their existing traditional knowledge. Rural communities were contented to get exposed to contemporary environmental issues and technologies. Approximately 600 rural people were engaged in Jaipur and Dehradun through film screenings, open forums and biodiversity quiz.

g. CMS VATAVARAN Media Partners

Multilateral and Bilateral Organisations

Ministry of Environment and Forests, GoI
The Royal Norwegian Embassy, New Delhi
Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH, Natural Resource Management Programme
Department of Environment, Govt of NCT of Delhi
Kingdom of Netherlands
Panos South Asia
TVEAP
National Science Centre
BNHS
National Biodiversity Authority (NBA)
Oil and Natural Gas Corporation (ONGC)
Life Insurance Corporation of India (LIC)
Goa Science Centre
State Governments and Autonomous Bodies
Forest Department, Uttarakhand
Indian Council of Forestry Research and Education (ICFRE)
Uttarakhand State Council for Science and Technology
Department of Lifelong Learning, University of Rajasthan
Centre for Mass Communication, University of Rajasthan
RFBP-2
Department of Tourism, Goa
Entertainment Society of Goa
The International Centre Goa
Water Resources Department, Govt of Goa
Goa Tourism Development Corporation Limited, Govt of Goa
Environment Department, Govt of West Bengal
West Bengal Pollution Control Board
West Bengal Biodiversity Board
Civil Society Organisations and Foundations
Gaia People
Anjum Productions
Foundation for Ecological Society (FES)

Media Organisations

Zee News
Doordarshan
YouTube
Titli Trust
Radio Khushi
Radio Mirchi
ASTA Media Management Pvt Ltd

Corporate and PSUs

Indian Bank
Union Bank
Essar Foundation
SAIL
HPCL
Indian Oil
ITC Hotels -for a green world
Confederation of Indian Industry (CII)

Educational Institutions

Birla Edutech
Norwegian Film Institute
Doon University
Wildlife Institute of India
Indira Gandhi National Forest Academy
Central Academy for State Forest Services
The Doon School
The Asian School
Welham Boys’ School
Welham Girls’ School
Jaswant Modern Senior Secondary School
Guru Nanak 5th Centenary School
Massoriee

Shri Gurunanak Public Mahila Inter School, Kurburg
District Jail, Dehradun
Indo Tibetan Border Police (ITBP)
Purkal Youth Development Society
Marico Industries Ltd
Titan Industries Ltd
Akhanda Vidya Bhavan Vidhyashram
Pratapnagar
India International School
Kanoria PG Mahila Mahavidyalaya
S S Jain Subodh PG College
IIS University
Rajasthan Police Academy
Central Jail, Jaipur
Forest Training Institute
Pratham Rajasthan
HQ South Western Command, Indian Army

Goa Science Centre
Loreto Day School
Ashok Hall Girls Higher Secondary School

Exhibitors in 2011 CMS VATAVARAN

Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH, Natural Resource Management Programme
Indian Centre for Plastic in the Environment (ICEP)
Embrace Video
Syncline Films Pvt Ltd
World Wide Fund for Nature (WWF India)
Dusty Foot Productions
Geography and You
Kamrup Handicrafts
Sai Ji Enterprises

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 involving schools, with the initiation of the Disney signature programme “Friends for Change”.

CMS VATAVARAN is aimed at becoming a popular market place for filmmakers along with maximising reach and participation through forums and films.
are a strong medium to sensitise young minds to the various global problems that need immediate attention. Films are a medium that is enjoyed by young people 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.

—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 to the various global problems that need immediate attention. Films are a medium that is enjoyed by young people 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.


List of Projects

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<tr>
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<td>'Effectiveness of Plastic Bags Law in Delhi': Study Areas- East, West, North, South, Central Delhi, January 2013</td>
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<td>Communicating Climate Change Research Dissemination, UKIERI, 2011 – 2013</td>
<td>UKIERI, British Council</td>
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<td>Greening Young Minds... Towards A Better Future: A Package of TEN Green Films, 2010-13</td>
<td>Royal Norwegian Embassy, New Delhi</td>
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<td>HSBC - GFC: Tree Plantation Project: Gurgaon and Hyderabad, 2011-13</td>
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<td>Knowledge, Attitude and Practice of common people about Biodiversity and CoP 11 to the CBD in 10 Indian cities, 2012</td>
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<td>CBD CoP Delegates Feedback Analysis, 2012</td>
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<td>ENVS Secretariat, Ministry of Environment and Forests, GoI</td>
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<td>Nirmal Gram Puraskar (NGP) Survey in Gujarath, 2011</td>
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<td>Analysis of Print Media Coverage on Green issues in Uttrakhand, 2011 – 2012</td>
<td>ENVS Secretariat, Ministry of Environment and Forests, GoI</td>
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<td>Disney India Volunteers Day Programme, 2011</td>
<td>Disney India Volunteers</td>
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<td>Knowledge Partner for My Earth My Duty Campaign of ZEE News, 2012</td>
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<tr>
<td>CMS ENVIS Centre on Media and Environment 2011-2013 (<a href="http://www.cmsenvis.nic.in">www.cmsenvis.nic.in</a>)</td>
<td>Ministry of Environment and Forests, GoI</td>
</tr>
<tr>
<td>HSBC Environment Week 2011</td>
<td>HSBC India</td>
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<td>Communicating Climate Change in India and UK: A Reception Study (UKIERI), 2009 - 2012</td>
<td>UKIERI, British Council</td>
</tr>
<tr>
<td>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, 2011-12</td>
<td>Ministry of Environment and Forests, GoI</td>
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<tr>
<td>Tree Plantation Programme for FedEx, 2011-12</td>
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<td>Tree Plantation, 2011</td>
<td>United Way of Mumbai</td>
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<td>Zee News Green Concert, 2011</td>
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</tr>
</tbody>
</table>

CMS Environment Team Members

Ms. Alka Tomar, Director-CMS Environment, MSc (Env. Science), Pursuing PhD (Stirling University)
Ms. Priya Verma Taiwar, Festival Coordinator, BCom, PGDBM
Mr. Sundeep Srivastav, Sr. Festival Manager, BA, Dipl (Theater Art and Russian Language)
Ms. Yamini S Verma, Sr. Research Executive, PhD, MSc, BSc (Environmental Science)
Ms Sanjay Singh Negi, Festival Executive, BA
Ms. Preeti Kashyap, Assistant Executive - ENVIS, MA (Mass Comm, Advt & Journalism), BA, Dpl (Comp App & Web Designing)

Internship

Mr. Divakar Yadav, PG (Journalism)
Mr. Gyanendu Kumar Rai, MCA
Mr. Divakar Yadav, PG (Journalism)
Mr. Tau Malhotra, Science (PCMB)
Ms. Jeena Verma, BCom
Mr. Debadiyo Sinha, MSc (Env. Science and Technology)
Mr. Jerry Warghese, MA (Mass Communication)

Former CMS Environment team members

Mr. Narender Yadav, Sr. Manager-Communication, PGD (Public Relations & Advertising), MA (Sociology) (July 2009-Dec 2011)
Ms. Riti Kushwaha, Project Manager, MSc (Natural Resources) (July 2011-Feb 2012)
Mr. Vishwajeet Ghoshal, Sr. Project Executive, BA (Economics); Certificate Course (Business Management) (Mar 2010-Mar 2012)
Mr. Rohit Singh, Project Manager, MSC (Env. Science) (Aug 2008-Apr 2012)
Mr. Arvind Ujjwal, Sr. Project Executive, MA, PGD (TV Production and Electronic Journalism) (Dec 2008-Nov 2012)
Mr. Gajendra Rai, Project Manager, PG (English) (Apr 2010-Jan 2013)
Mr. Rahul Nagar, Information Executive-ENVIS, B Tech (Bio Technology) (June 2012-June 2013)
Ms. Deepali Roy, Project Executive, BSc (Industrial Microbiology), MA, PG Diploma (Strategic Communication) (July 2010-June 2013)

It was a pleasure seeing you all in New Delhi between 18-19 November as a part of the Jury. I thoroughly enjoyed the interaction and would like to thank you very much for your support. I hope that we collectively made decisions that are not only appropriate but also progressive to encourage better placement of environmental issues within the public mainstream.

Dr. Balakrishna Pisupati, Chairman, National Biodiversity Authority.
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…

-Ms. Sonali Khan, Country Director-India, Breakthrough

Engaged in studying and analysing the communication and media ecosystem, 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 2011-13, CMS Communication has been engaged in 18 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 organizations, 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), Child Friendly Schools

**Health:**
A team of dedicated enthusiastic researchers, CMS Communication has made remarkable contribution in the field of development communication in the country.

- Supporting Development Communication Initiative through Research

CMS Communication team has been playing a critical role of providing 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 and qualitative research methodologies, the CMS Communication team has been successfully documenting 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 clients make necessary changes in their strategy, design, funding, format which has shown positive results and outcomes.

The team assessed the impact of a mobile game ‘9 Minutes’ and a supporting video module on safe pregnancy and care produced by Half the Sky Movement Multimedia Communication Initiative (HTS) for FHI360. The pre-post surveys aimed to assess the magnitude of change before and after exposure to the 9 Minutes mobile products and between the audiences. The post-tests also explored participants’ perceptions of the products’ acceptability. The FGDs allowed for further exploration of the meaning and understanding of the issues raised through the products and allow for greater inclusion of audience perspectives. All participants were exposed to the 9 Minutes intervention in the context of the evaluation as distribution of the products had not yet begun for evaluation in a “real world” or program context. The participants included currently married women of reproductive age (aged 18-44 years old), including: Currently pregnant women and women who intended to become pregnant within the next year, and husbands of women of reproductive age, including husbands of pregnant women and husbands of women who intend to become pregnant within the next year. (http://www.gamesforchange.org/g4cwp/wp-content/uploads/2013/03/Half-the-Sky-Mobile-Phone-Game-Evaluation.pdf)

In another project, for FHI 360 Communication team conducted a study to see whether by exposing married women and men to a set of six videos dealing with family planning, self help groups, sex trafficking, girls education (family values), sex education and financial savings and participating in the post-video discussions results in positive measurable shifts in gender attitudes as measured by a series of gender attitude scales and impacts the audience in terms of their knowledge, perceptions, and intentions to act. These two studies helped the team of HTS to plan their dissemination plan in India.

- Pretesting before final production of communication materials

CMS Communication team has signed a long term association (UTA) contract with UNICEF India and has been assigned to take up Pre-testing of development communication material in its concept stage, rough cut or scrap stage among the target audience. The appeal, comprehension, relevance and do-ability of the materials are tested before the target audience. Based on this feedback, relevant changes are made in the materials before final production.

Pre-testing is not only limited to public service messaging or spots but also involves pre-testing of story boards, episodes of serials and radio programmes meant for children. During this period, the team had pretested TV and Radio Spots endorsed by Vidya Balan on construction and usage of toilets by using the concept of embarrassments, pride, and also health risks of open defecation. The study informed the Ministry that the spots do talk about the construction but has no messaging on usage in particular and suggested using the taglines like: “Yadi rehna hai nirog, to shuchhalyo ke karo pryay-ishan Soch Wahan Shuchhalyo” which emerged from the field test.

The team tested spots on ‘Safe water handling’ in Rajasthan and ‘Contaminated Water’ in Unnao districts of Uttar Pradesh for their appropriateness before production. The team also supported the pretest of Mobisodes on 13 FFL Themes of UNICEF an adaptation of the video series of the ‘Armoji Kehnt Hai’ among the frontline workers and SHG women in Haryana Rajasthan and Uttar Pradesh. This innovative product was to ensure that the facilitators, frontline health workers (ASHAs) and other SHG women have the videos with life saving information handy on their mobile phone for easy viewing, easy access to information, and initiate discussion with community without having to worry about logistics of arranging a TV and DVD player. Apart from giving detailed feedback on the mobisodes, the study brought out users opinion about the duration of episodes, the significance of having the Team visited 8 metropolitan and rural locations and 205 focus group discussions. The team also provided feedback on the usefulness of the videos to the frontline workers.

- Working with children

UNICEF developed an innovative and engaging radio programme to communicate with children in rural schools, their educators, parents and community leaders. The school based radio program of 15 minutes ‘Meena Ki Duniya’ aimed to enhance knowledge and learning among children addressing cross-cutting issues like gender equity and rights of the girl child. CMS Communication was involved in interacting with children since its conception. Rounds of effectiveness study was conducted by CMS to gauge the influence of the programme on children and the situation of logistics where the team interacted with 4500 students of rural Upper Primary and KGBV schools from 20 districts of Uttar Pradesh.

While supporting the UNICEF Office and Directorate of Education of Andhra Pradesh, the team provided pre-test support and gave constructive feedback for the language version of Meena Ki Duniya. The effectiveness of the program Meena Prapancham in Telugu version of Meena Ki Duniya was also researched among 1344 students of 112 Upper Primary Schools and Higher Secondary Schools in 8 districts of AP.

In order to understand the potential of Meena (the cartoon character developed by UNICEF), vis-a-visor other popular animated characters in the context of merchandising products The Team visited 8 metropolitan and Class-I cities. Girls and boys of 4-6 and 7-9 years who are regular viewers of ‘cartoon channels’ and are regular consumers of licensed products were shown a selection of TV and DVD views. Apart from giving detailed feedback on the mobisodes, the study brought out users opinion about the duration of episodes, the significance of having the TV and Radio Spots endorsed by Vidya Balan on construction and usage of toilets by using the concept of embarrassments, pride, and also health risks of open defecation. The study informed the Ministry that the spots do talk about the construction but has no messaging on usage in particular and suggested using the taglines like: “Yadi rehna hai nirog, to shuchhalyo ke karo pryay-ishan Soch Wahan Shuchhalyo” which emerged from the field test.

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- Review of communication strategies, materials, episodes and IEC initiatives

CMS Communication team reviewed communication strategy 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.

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 pamphlets and episodes of Kyunki Jeena Isi ka Naam Hai...the EE Soap” produced by UNICEF

“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
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

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

For WHO, in their RS10 Project which is an initiative to increase road safety in ten target countries, CMS Communication carried out content analysis of reporting on road safety in 15 dailies from Hyderabad, Jalandhar and New Delhi with an objective to provide inputs for a road safety workshop with journalists and establish a benchmark for a possible impact measurement study after the workshop.

Going beyond the conventional 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.

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

Future Plans

CMS Communication team plans to provide objective research support to development communication initiatives in the country. Special interest of this team continue to be meaningful entertainment education for children and adults on issues like health, education, hygiene, rights and survival and other development issues.

List of Projects during 2011-13

| Concurrent Monitoring of the Facts for Life Entertainment – Education Drama Serial ‘Kyunki Jeena Issi ka Naam Hai’ by UNICEF Phase 4 |
| Meena Effectiveness Study in 9 Districts of UP – UNICEF |
| Pretest of TVC/ Radio spots on ‘Toilet’ – MUDA |
| Pretest of Meena Radio episodes – UNICEF |
| Sampled Participant Satisfaction Survey “Ammaji Kehti Hai” Video Series – UNICEF, UP (2 Rounds); Rajasthan (1 round) |
| Scoping study for UN Women Global Program, Safe Cities free of violence against women and girls in Delhi – UNWOMEN |
| End line evaluation of UNICEF FFL drama serial ‘Kyunki Jeena Issi ka Naam Hai’ – UNICEF |
| Meena Radio Effectiveness Study in Kasturba Gandhi Balika Vidyalayas (KGBVs) in 12 Districts of UP – UNICEF |
| End line survey ‘Meena ki Duniya’ in Uttar Pradesh – UNICEF |
| Pretest of ‘Meena Prapancham’ (Telugu version of Meena Ki Duniya) episodes in three regions of AP – UNICEF |
| Sampled Participant Satisfaction Survey of “Ammaji Kehti Hai” Video Series in tea estates of Assam – UNICEF |
| Pretesting Mobile Episodes (Mobisodes) of Facts for Life IPC videos – UNICEF |
| Pretest of TVC and Radio Spots on Toilet Construction by Vidya Balan – UNICEF |
| Pretest of TVC and Radio Scripts on sanitation and hygiene messages to be given by Vidya Balan – UNICEF |

List of Projects during 2011-13

Meena-Creating a more enabling environment for fundraising in India – UNICEF India

Satisfaction survey amongst key stakeholders for Neo Natl Advocacy Campaign in Uttar Pradesh – UNICEF UP

Study of Knowledge, Attitude, Perceptions, Practices and Social Norms in Rural Gujarat on Sanitation and Hygiene – Formative Study – UNICEF Gujarat

Content analysis of print media coverage on road safety issues – World Health Organisation (WHO) India

CMS Communication Team Members

Ms. Paramita Dasgupta, Team Leader-CMS Communication, MSc (Geography), Master of Planning
Ms. Kalpana Bindu, Sr. Research Manager, MA (Mass Communication & Journalism)
Ms. Surajnian Bhaduri, Sr. Research Executive, BEd, MA, Certificate course in Research Methodology, Art Appreciation
Mr. Abhishek Panchal, Sr. Research Executive, BA, MA in Communication Studies, Certificate Course in Counseling
Ms. Garima Tiwari, Sr. Research Executive, BA (Geography, Psychology), MA (Geography), MA (Mass Communication)
Ms. Tulsi Gour, Research Assistant, BA, MA (Psychology)
Mr. Chattarpal Singh, Jr. Research Executive, Journalism, Diploma (Final Cut, livemovie maker, Photoshop Zonar Photo Studio)

Internship

Ms. Nupur Bhardwaj, Pursing MSc (Development Communication and Extension)
Ms. Jitu Sharma, MSc (Development in Communication and Extension)
Ms. Sakshi Sharma, MSc (Development in Communication and Extension)
Ms. Bhargavi Kashyap, Master (Mass Communication)
Ms. Preeti Kashyap, BA, MSc (Mass Comm, Advt & Journalism), Dpl (Comp App / Web Designing)
Mr. Sagar Mundhra, PGS (Programme in Communication)
Mr. Archita Moitra, PGS (Programme in Communication)
Ms. Divya Sharma, Master (Mass Communication)

Former CMS Communication team members

Ms. Gayatri Baruah, Research Executive, Master (Mass Communication) (July 2009-Feb 2012)
Ms. Deepmala Dutta, Sr. Research Executive, Master (Mass Communication) (July 2009-June 2012)
Ms. Nupur Bhardwaj, Research Executive, MSc (Development, Communication and Extension) (Sep 2012-Nov 2012)

Consultant

Ms. Deepmala Dutta (September-December 2012)
Ms. Gayatri Baruah (September-October 2012)
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 sectoral variations, and also captured the changing trends and shifting...

...Excerpts from Foreword by Dr. Jayaprakash Narain, President, Loksatta Party
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 a responsive governance system in our country.

- **India Corruption Studies (ICS)**
  - **ICS 2012**
  
  India Corruption Study is in the eighth edition and the fourth round of studies in the last five years on corruption concerning citizens availing public services. The 2012 round focused on urban slums in nine major cities across the country. With growing slum population and increased allocations for transforming lives of slum dwellers, the present round focused on seven public services namely, public distribution system (PDS), Water Supply, Electricity, Health/Hospital, Housing, Police and Municipal services. To bring out a comparative picture, the present report has compared with ICS 2008 round data of only slum population of these cities. Municipal service was not covered during CMS-ICS 2008. This round of CMS India Corruption Study (2010) brings out that with expanding slums, the corruption level in public services is also showing upward trend.

  - **PEE model**

  A unique feature of CMS methodology has been to recognize that corruption has two sides, each sustaining the other and reinventing 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 sensitize the nation about its seriousness so that corruption is not seen as "high-return-low-risk activity". This is the "CMS PEE model"-P for perception, E for experience and E for estimation of bribe amount paid.

- **Tracking Corruption Coverage in Media**

  With the help of the CMS Media Lab, since 2005, 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 has covered the findings of this on-going study.

  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 of daily newspapers. But on days of Anna’s fast, the overall coverage went up to 60 percent of prime time of news channels and mostly live coverage. The trends of the year 2012 reflects that the coverage is decreasing (compared to 2011) despite the fact that volcano of corruption is still alive. The coverage of corruption in prime time of TV news has reduced from 5.94% in 2011 to 3.91% in 2012. Surprisingly, in the front page of newspapers, the coverage decreased drastically from 12.52% in 2011 to 4.96% in 2012. The decline in corruption of coverage in news media is mainly due to loss of power and pulls in recent public movements. Previous trends of corruption coverage demolished the myth that the media is staging a war against corruption. However, the fire of movements fuelled the coverage of corruption in news media to create a spectacle to compete for eyeballs.

- **Electoral Reforms**

  CMS Transparency actively advocates for electoral reforms. The first ever-empirical study on cash for vote phenomena was conducted by CMS Transparency team in 2008 covering a sample of 18,000 voters from 19 states. The study did not cover other inducements or freebies like liquor, blankets, television or sarees in kind. Moreover, the study focused only on Assembly and Lok Sabha elections and not local panchayat elections.

- **Catalyzing 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 Annual Convocations to share concerns on effective RTI implementation.

  - **Transparency Review**

  This Journal was initiated by Shri Ajit Bhatacharjea (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 Bhaskara Rao (Chairman CMS). All issues are available on the CMS website. (http://cmsindia.org/?q=node/98)

- **Research Projects**

  - **India Corruption Study 2012: Expanding Slums…Growing Corruption**
    - CMS in-house study
    - Coverage: Slum Households in 9 cities
  - **Independent Audit of Implementation of Clients'/Citizens' Charter of Central Government Ministries and Departments**
    - Performance Management Division, Cabinet Secretariat, Government of India
    - Coverage: 59 Ministries/Departments

CMS Transparency Core Team Members

Dr. N Bhaskara Rao, Team Leader, PhD, MA
Mr. Alok Srivastava, Coordinator, PGD (Rural Development and Mgmt)
Ms. Lakshmi Kota, PhD (Women’s Studies) from University of New South Wales, Sydney, Australia (2nd July-Sept 2012)

The best corruption studies are those by Centre for Media Studies (CMS transparency), focussing on public services, with a general emphasis on BPL and the rural sector. These studies cover experiences of bribe giving and estimates of bribes too...

- Dr. Bibek Debroy, Economist and Co-Author of the book 'Corruption in India-The DNA and The RNA'
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 allow 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.

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

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.

Significant Surveys

Kyunki Jeena lisi ka Naam Hai (KJNH) (End line), UNICEF Nov – Dec 2011
Kasturba Gandhi Balika Vidyalaya, UNICEF, 12 districts of UP, March 2012
Meena Radio, UNICEF, 9 districts of UP April 2011
RAPID ASSESSMENT SURVEY , UNICEF, UP, Bihar, MP, Jharkhand, Rajasthan and Chhattisgarh, every month from April 2011 to December 2011
Safe City , UN Women, Delhi, May 2011
Assessment of ASHA support system, Future Group
Utrakhand, October – November 2011
Godhan, BAIF, Maharastra Aug 2011
Godhan, BAIF , Bihar September 2011
Facilitator I PASJ PAS, MP, Bihar, Jharkhand, Maharastra and Utrakhand, April 2011
Jan Siksha Sansthan, (Round I) Ministry of Human Development Resources, UP, July 2011
Jan Siksha Sansthan, (Round II) Ministry of Human Development Resources, UP, September 2011
Midterm Assessment OCP- AES, Karnataka, Feb, 2012
Madhya Pradesh Nutrition Programme, World food programme, MP April 2011

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.

CMS Survey Core Team Members

Mr. Narendra Kumar Bhatt, Head- Field Operations, BA (History Hons.)
Mr. Ajay Kumar Singh, Manager-Field Operations, BSc (Chemistry Hons.)
Mr. Jitender Prasad, Sr. Executive-Field Operations, BA (Philosophy Hons.)
Mr. Pawan Kumar, Jr. Executive-Field Operations, BA
Mr. Sanjay Kumar, Jr. Executive-Field Operations, BA
Mr. Shivesh Kumar, Jr. Executive-Field Operations, MA (Public Administration)
Mr. Ashish Pandey, Jr. Executive-Field Operations, MA (Sociology)

Former CMS Survey team members

Mr. Vikas Teotia, Jr. Executive-Field Operations, BA (Feb 2010-Feb 2013)
Mr. Subhanshu Kumar, Jr. Executive-Field Operations, BA (Feb 2010-Feb 2013)

Migration Polio, UNICEF, Delhi/NCR, Haryana, Punjab, West Bengal and Maharashatra, April – May 2012
Ipas, Ips (NASI) May 2012
Statistical Package for Social Sciences (Round III), UNICEF, Rajasthan and UP, May 2012
National Level Monitoring, Rural Development Ministry, Lahliipur and Jhansi, June 2012
National Level Monitoring, Rural Development Ministry, Nagaland, Dec 2012
Meena Radio (Endline UP),UNICEF, 8 Districts of UP, June – July 2012
Meena Radio (Pretesting AP),UNICEF (Ipas (Jharkhand)), PAS, Jharkhand, August 2012
Godhan, BAIF, Maharashtara, UP and Bihar, July 2012
Pre Testing (Toilet Construction),UNICEF
Wash Gujarat Phase 1, UNICEF, 6 Districts of Gujarat, September 2012
FHI 360, Half the Sky, Delhi, October 2012
FHI 6 Videos, Half the Sky, Delhi, November 2012
Ipas (Jharkhand), Ipas, August 2012
Observation Neonatal, UNICEF, October 2012
Pre test on contaminated water, Ghazibad UNICEF, October 2012
Pre Test on contaminated water, Unnao UNICEF, October 2012
AP Meena Pre Test Round 2, UNICEF, June 2012
AP Meena Pre Test Round 3, UNICEF, October 2012
Meena merchandise, UNICEF, Delhi, Mumbai, Hyderabad,Bangalore,Lucknow, Jaipur,

CMS REPORT 2011-13

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.

-Mr. Alok Srivastava,
  Team Leader, CMS Social...
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.

*Ms. P.N. Vasanti, Director CMS, Mint Column titled, “Digitisation: Need for a regulator.”*
CMS Media Lab - Significant Contribution

Robust and rigorous methodologies ensure that the CMS Media Lab’s research conform to the highest standards of reliability and transparency. The Lab’s studies provide vital insights to policymakers, media companies and key stakeholders.

- **Study / Report /Analysis of CMS Media Lab in 2011-13**
  - TV News (Prime Time) Content Trends 2012
  - Print (Front Page of Newspapers) News Content Trends 2012
  - A report on Coverage of Sanitation in Newspapers 2012-13
  - Education News Coverage in Newspapers 2012-13
  - An Analysis of Coverage of Health in English Newspapers 2012-13
  - An Analysis of Coverage of Violence in Telugu TV Serials 2012-13

- **Current focus and Initiatives**
  - Special Focus on media coverage of Right to Education, Corruption, Public Health and Sexual Violence.
  - Awards for Media (focused on social and developmental issues)
  - Collaboration with universities/institutes for interdisciplinary media research.

CMS Media Lab Study in TRAI Consultation Paper

TRAI has used CMS Media Lab Study on Advertisement Trends in TV News Channels in a consultation paper on “Issues related to Advertisements in TV channels”. TRAI referred the study to limit advertisement duration by 12 minutes per hour in TV channels. This study has catalyzed initiatives and discussions to implement the advertisement cap rule in TV.

- **Workshop on Content Analysis at IMC Delhi 2011**
- **An open discussion on Zee – Jindal controversy at CMS Saket 2012**

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Figure 3(c):

Percentage of News Time and Advertisement Time in the News Channels

100.0% 20.0% 60.0% 80.0%
0.0% 100% 40% 60%
20% 40% 80%
0%

Figure 3(d):

Percentage of News Time and Advertisement Time in the News Channels

14.2% 85.8% 21.4%
76.7% 23.3%
69.3% 30.7%
76.7% 23.3%
64.6% 35.4%
69.6% 30.4%
69.6% 30.4%
60.5% 39.5%
66.7% 33.3%

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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.

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

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

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

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CMS Media Lab Team Members

- **Mr. Prabhakar Kumar**, Coordinator; Master (Mass Communication and Psychology), PG Diploma (Radio & TV Journalism)
- **Mr. Anil Kumar Pandey**, Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)
- **Ms. Vasundhara**, Research Executive, Hyderabad
- **Mr. Krishna Rao**, Regional Director, Hyderabad (2009-2012)
- **Ms. Ashwarya**, Research Assistant, Hyderabad (2010-2012)

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Internship

- **Ms. Papuja Guha**, MA (Political Science)
- **Ms. Karishma Taneja**, BA (Political Science)
- **Mr. Akhil Bhalla**, BJMC
- **Ms. Jeena**, Commerce
- **Ms. Megha Kapoor**, Journalism
- **Ms. Parul Yadha**, PCM
- **Ms. Ratnika Sharma**, Mass Comm.
- **Mr. Sushil Kumar**, Mass Comm.
- **Ms. Mahima Narang**, Commerce
- **Ms. Megha Tandon**, Eng (Hons.)
- **Ms. Bhargavi Kashyap**, Communication
- **Ms. Nayan Jyoti Nath**, Commerce
- **Mr. Chhatrapal Singh**, Journalism
- **Mr. Sandeep Jain**, Commerce
- **Ms. Bhawna Kumari**, BA (Journalism and Mass Comm.)
- **Ms. Shalini Devi**, Commerce
- **Mr. Shiladitya Saha**, BJMC
- **Mr. Adarsh Kumar Singh**, BA (Hindi)
- **Ms. Shruti Sai**, B Comm (Prog.)
- **Mr. Surej**, Mass Comm
- **Mr. Ranjeet Kumar**, Mass Comm
- **Mr. Manas Winee Mahanta**, Political Sc. (Hons.)
- **Ms. Naina Parashar**, MMC
- **Mr. Ajay Bish**, BJMC

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PARTNERS

UNICEF
SAHARA NETWORK
AIR
ZEE
DD
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.

- Mr. 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.

Its 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

CMS Academy
Nurturing Talent & Concerns
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 has initiated a series of activities for professionals in media, communication and environment sector.

Faculty Development Programme

This UK-India Education Research Initiative (UKIERI) funded project (Feb 2013-Mar 2015) envisions faculty development as the mode to develop quality standards and standardizations in the diverse and dynamic media sector. This is based on the belief that faculty are key for enabling research culture and innovation in this sector. This Faculty development program will address emerging developmental needs of educators from the media sector in India with a special focus on News Media Education. This collaborative project with Stirling University, United Kingdom will aim to apply knowledge of the United Kingdom’s experience of media education to the process of mapping and evaluating the development of media education in India.

Objectives

• Conduct research to identify key trends and quality issues in media education in India and the UK, mapping the professional, institutional and industrial relationships which contextualize media education.
• Review and analyze Skill Development / Higher Education sector experience, compare delivery patterns and approaches, and document best practice in news media education in the UK and India.
• Set goals and standards for media education to enhance employability of news professionals through development of quality parameters in both Higher Education and Skill Development courses in India, and evaluate educational structures for best performance.
• Create interactive training fora for sharing best practices in both media education and in the pedagogical techniques which best enable faculty development.

Major Activities and Outcomes:

This project will have a partnership approach therefore all the diverse stakeholders including the Government, the Media Industry and the Mass Communication Institutes focusing on Journalism would be engaged through a Stakeholder’s meeting. Involving all stakeholders’ right from the beginning will give this project an opportunity to create ownership of the vision and also to explore long term funding for the project to make it sustainable.

Building Synergies

Stakeholders meet – A daylong meeting in New Delhi with approx 50 participants representing all stakeholders.
• Share Vision and finalize Project roll out plan
• Create Indian and UK Advisory Group to monitor and guide the project
• Project Sustainability and Fundraising

Conducting Research

Comprehensive Research on the following:
• Media Education in India and UK: Key Trends and Issues
• A Case Study of Media Education: Journalism Studies in UK Tertiary Education
• Review existing quality systems in India
• Training Needs Assessment of Indian News Media Faculty

The following activities will be undertaken to do this research:
• Interview with Experts, Industry and Government Officials
• Survey of Faculty, Media Graduates and Eminent Professionals
• Secondary Research and Interviews in United Kingdom
• Compile Research Findings and Write Papers

Building on Research Findings

• Draft and share TOT plans for Indian News Media Faculty based on research study findings.
• Collate important quality parameters and issues based on stakeholder’s feedback during the research studies.

Sharing and Building Sustainability

• Sharing Research, TOT Plan and Quality Parameters with Indian and UK Advisory Group
• Initiate Indian Media Faculty Council Formation

Create Interactive Training Fora

• Create the Interactive Website - India’s first Research and Pedagogical Resource for Media Educators
• Create the Indian Media Faculty Council (IMFC)
• Orientation Seminar Event for Faculty Development - Meeting of 100 participants including all the diverse stakeholders and lead UK partner.

Media Workshops

In the first-ever evidence-based advocacy endeavor to engage media for saving lives on Indian roads, a series of three media workshops and one-on-one interactions with editors were organized by CMS. The media workshops on road safety were organized with the support of WHO India. These workshops largely sensitized the media personnel to look at traffic-related events as a public health issue.

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 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 Academy Team Members

Ms. P. N. Vasanti, Director, MA (Social Psychology); MBA
Ms. Salma, Deputy Director- CMS Academy, MA in Mass Communication /MA Applied Psychology
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 it 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 Advocacy
Innovative Engagements & Strategies

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

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

AREAS OF EXPERTISE
- Evidence-Based Advocacy
- Advocacy Events, Meetings, Conferences
- Knowledge Products Development and Dissemination
- Creating, Building and Maintaining Advocacy Platforms, Forums and Coalitions
- Strategic Partnerships and Initiatives

- Children & Women
- Public Health
- Social Development
- Environment
- Governance
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.

- Partnership with Media to Save Lives on Indian Roads

In the first-ever evidence-based advocacy endeavor to engage media for saving lives on Indian roads, a series of three media workshops and one-on-one interactions with editors were organized by CMS. The media workshops on road safety were organized with the support of WHO India. These workshops largely sensitized the media personnel to look at traffic-related events as a public health issue. Presentations were made to each set of journalists from at least four different perspectives: namely, that of a WHO representative who placed the subject in a wider global context; a senior police officer who talked of certain legal and practical aspects of enforcing rules; a CMS Communication specialist who looked at how newspapers had dealt with the topic; and a psychologist who emphasized the importance of sensitivity while conducting interviews with those who are close to victims of road crashes. Post these presentation, journalists were given an exercise in reporting to ascertain how they had assimilated the key messages sought to be imparted to them.

- The workshops were attended by 22 journalists in Delhi, 24 in Hyderabad and 25 journalists in Jalandhar
- One-on-one meetings with editors were held with a total of 12 editors and senior correspondents in New Delhi, 16 in Hyderabad and 10 in Jalandhar.

- Outcomes of the Media Engagements

There was a clear shift in quality of coverage of road safety issues in the days succeeding the workshops. Examples of the improved quality of coverage were observed in big dailies published from Delhi, Jalandhar and Hyderabad such as the Hindustan Times, Jalandhar, The Hindu, Hyderabad, Navabharat Times, Delhi, Hindustan, Delhi and Dainik Jagran, Delhi.

- Create and strengthen systems for follow up on advocacy initiatives

Best of advocacy ideas often fizzle out due to lack of systematic follow-up. CMS has thus set up an Online Forum for Journalists on Road Safety to facilitate an informed discourse amongst the media professionals and exchange of ideas and information with other stakeholders of road safety. The discourse will lead to improved reporting on road safety which in turn will contribute to efforts at various other levels in reducing the enormous human and economic costs of road traffic crashes to victims, their families and the nation as a whole.

The moderator for the forum was selected based on applications received from senior journalists who cover traffic beat. Invitations were sent to all 71 journalists who participated in the media workshops held in New Delhi, Hyderabad and Jalandhar. A total of seven applications were received from the following publications: Times of India, New Delhi, Hindustan Times, New Delhi, The Statesman, New Delhi, The Hindu, Hyderabad, Eenadu Daily, Hyderabad, Hindustan Times, Jalandhar, Daily Post, Jalandhar.

The CMS-enba National Award for Social Change Initiatives 2012

Taking forward CMS’s sustained advocacy with Telugu TV Channels on girl child issues entered its 4th impressive year in 2012. This initiative is called “UNICEF Awards for Gender Sensitive Programmes on Telugu Television Channels” and as is evident from the name that it has the support of UNICEF. The fourth edition of this initiative in 2012, received warm reception from the visual media. Four consecutive run of this initiative has resulted in a fruitful and complementary relationship between UNICEF, CMS and the television industry, producing impactful changes in girl child-related programming in favour of the girl child.

News channels prime time coverage of girl child increased from 2502 minutes in the media tracking period of year 2011 to 4020 minutes in the corresponding period in 2012. CMS enthused and facilitated channels to produce and air programmes in different genres. The CMS Symbols is India’s pioneering global conclave to create a dialogue forum for development planners, implementers, communication practitioners, scholars and researchers in South Asia. The forum shared experiences and exchanging ideas while providing a platform for promoting best practices in communication and research at an international level.

Champions of Girl Child

CMS’s sustained evidence-based advocacy with Telugu TV Channels on girl child issues entered its 4th impressive year in 2012. This initiative has resulted in a fruitful and complementary relationship between UNICEF, CMS and the television industry, producing impactful changes in girl child-related programming in favour of the girl child. News channels prime time coverage of girl child increased from 2502 minutes in the media tracking period of year 2011 to 4020 minutes in the corresponding period in 2012. CMS enthused and facilitated channels to produce and air programmes in different genres.

The 4th UNICEF Awards for Gender Sensitive Programmes on Telugu Television Channels was presented at a special ceremony in Hyderabad on

I congratulate Dr. Bhaskara Rao, Ms. P.N. Vasanti and all the members of CMS for their advocacy efforts in the fields of climate change, deprivation, transparency, corruption and other such areas.

- Prof. V. N. Rajasekhara Pillai, Vice Chancellor, Indira Gandhi National Open University (IGNOU)
December 10, 2012. Eleven awards in diverse categories, including the “UNICEF Award for the Most Gender Sensitive Telugu TV Channel”, were announced on the occasion. His Excellency, Shri. E.S.L. Narasimhan, Hon’ble Governor of Andhra Pradesh, graced the occasion as Chief Guest to give away the awards. Dr. Mohan Kanda, IAS (Retd.), Jury Chairperson, 4th UNICEF Awards, Ms. P. N. Vasanti, Director, CMS, and Mr. Sonykutty George, Officer-in-Charge, and Mr. Prosun Sen, Communication Specialist, from the UNICEF Office for Andhra Pradesh and Karnataka, were present at the awards ceremony. Select government functionaries, heads of TV channels, eminent media personalities, producers, presenters, journalists and social luminaries were also present.

“...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

List of Workshops/Symposiums/Meetings/Awards organised

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>City</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Media Workshop on Road Safety</td>
<td>November 28, 2012</td>
<td>New Delhi</td>
<td>World Health Organization (WHO)</td>
</tr>
<tr>
<td>National Media Workshop on Road Safety</td>
<td>December 18, 2012</td>
<td>Hyderabad</td>
<td>World Health Organization (WHO)</td>
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<tr>
<td>National Media Workshop on Road Safety</td>
<td>December 20, 2012</td>
<td>Jalandhar</td>
<td>World Health Organization (WHO)</td>
</tr>
<tr>
<td>Media Symposium on Girl Child</td>
<td>July 26, 2012</td>
<td>Hyderabad</td>
<td>UNICEF</td>
</tr>
<tr>
<td>UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels</td>
<td>December 10, 2012</td>
<td></td>
<td>UNICEF</td>
</tr>
<tr>
<td>CMS-enbanana National Award for Social Change Initiatives 2012</td>
<td>August 31, 2013</td>
<td>Noida</td>
<td>exchange4media</td>
</tr>
</tbody>
</table>

Sustained corporate engagement for environment

Corporate participation is crucial for scaling up social innovations and interventions aimed at benefiting the society and the natural environment. CMS engaged officials of HSBC India into a plantation drive at three locations, namely, Delhi, Gurgaon and Hyderabad. A total of 1400 saplings were planted by 462 HSBC staffs in the above mentioned locations and were looked through for one year before dedicating it to the respective cities by handing them over to the responsible government agencies. The plantation project had component of education about the local soil conditions, indigenous plant species, hand-holding in planting the saplings and their proper care.

List of Consultants/Experts who supported CMS Advocacy initiatives

Dr. Etienne Krug, Director of the Department of Violence and Injury Prevention and Disability, WHO
Ms. Amit Arora, National Professional Officer, Road Safety and Injury Prevention, WHO
Mr. Satyendra Garg, Joint Commissioner of Police, Traffic, Delhi
Mr. C.V. Anand, Additional Commissioner of Police, Traffic, Hyderabad
Mr. Gaurav Yadav, Commissioner of Police, Jalandhar
Dr. Aruna Broota, Professor, (Retd.) Department of Psychology, University of Delhi and former President of National Academy of Psychology
Prof. Meena Hariharana, Director, Centre for Health Psychology, University of Hyderabad
Dr. Gayatri Arun, Department of Psychology, IIT College for Women, University of Delhi
Ms. Bijaya Sharma, Content Writer and Editor
Ms. Padmaparna Ghosh, Content Writer and Editor
Mr. Souparno Banerjee, Content Writer and Editor
Mr. Prosun Sen, Communication Specialist, UNICEF office for Andhra Pradesh & Karnataka
Mr. Sonykutty George, Officer in Charge, UNICEF office for Andhra Pradesh & Karnataka
Dr. Mohan Kanda, IAS (Retd.), Former Chief Secretary of Govt. Of Andhra Pradesh
Prof. Padmaja Shaw, Professor of Communications and Journalism, Osmania University
Mr. G. Valliwar, Chief Editor, Andhra Pradesh Magazine
Mrs. P. Latha Kumari (Volga), Writer
Mr. Prayaga Rama Krishna, CEO, Sujana Foundation
Mr. R. V. V. Krishna Rao, Media Expert
Mr. Paranjoy Guha Thakurta, Eminent Journalist and Educator

CMS Advocacy Team Members

Mr. Ashwani Kumar Sinha, Head Advocacy & Partnership, BA (Economics Hons), PG Dip (Mgmt)
Ms. Chetali Kapoor, Sr. Project Executive, BSc (Home Science), Masters (Social Work)
Ms. Anita Medasani, Regional Manager, CMS Regional Office, Hyderabad
Mr. R V V Krishna Rao, Media Consultant, Regional Office, CMS
Ms. Vasundhara, Sr. Media Researcher, Regional Office, CMS
Ms. Aishwarya, Media Researcher, Regional Office, CMS
Former CMS Advocacy team members

Mr. Ranjit Singh, Project Manager, PG (Political Science); PG (Journalism and Mass Communication) (May 2012-June 2012)
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 that 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
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 internet based information tools. The team will also develop and strengthen the media relations.

**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. The CMS IT team manages 12 websites and further consolidates and streamlines this resource and accounts management. The electronic data processing team includes comprehensive policies on all aspects of HR and systems.

**Admission, Human Resource and Accounts**
The CMS operation 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.

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

**Operation Team Members**

Mr. Arun Akind Jha, Deputy Manager Library & KM - Sociology, Master (Library and Information), Two year diploma (Medical Laboratory Technology)
Mr. Bharti Kapoor, Sr. Executive - KM, MA (Hindi) BA, One Year Diploma (Information & Software Management)
Mr. Zain Afroz, Executive-KM (Graphic Designer), BA, One Year Diploma (Graphic Design)
Amarendra Kumar Pethak, Sr. Manager - IT, Graduation (Mathematics), MCA, IC, Diploma (Database Management & Adv), Diploma (ASP.NET 3.5)
Mr. Dipendra Banshi Mishra, Manager - IT, BSc, MCA, MCP, RHCE, UNIX
Mr. Gaurav Bhate, Executive, IT-Pursuing BCA, One Year Diploma (JDNHP)
Mr. Sundar Rana, Deputy Manager – EDP, MA (Sociology), One year Advance Career Oriented Diploma
Mr. Kanchan Singh, Executive – EDP, BA, BLIE, Diploma (Computer Applications)
Mr. Rohit Kumar, Executive – EDP, BA, PAss; Diploma (Computer Applications), Pursuing Diploma (Graphic Designing & Video Editing)
Mr. Neel Kamal, Computer Operator, Basic Computer Course F-Tech, Pursuing BA
Mr. Raj Kumar, Computer Operator, BA
Mr. Regi. V. John, Head- HR, Admin & Accounts, MA, PGPIM, GCA
Mr. Sakanta Kumar Sahoo, Manager (Accounts), BCom, MBA, Diploma (Comp Applications)
Mr. Agnessa Beck, Deputy Manager- HR, Ph.D (Sociology)
Ms. Sheetal Arora, Front Office Executive, BA, Diploma (Computer)
Ms. Ravindra Singh, Executive-Office Maintenance, X'
Mr. Rajamani, Office Assistant
Mr. Lal Singh Bhat, Office Assistant, XII'
Mr. Bhupendra Jamwal, Office Assistant, X'
Mr. Doyal Singh, Office Assistant, IX'
Mr. Jai Kishan Sharma, Office Assistant, X'
Mr. Tek Bahadur K.C., Driver, X'

**Internship**
- Pavesh Kumar, BA, EDP
- Raja Kumar, BA, KM - Library
- Ruby Rani, B Tech – IT, IT & Systems
- Santosh Kumar, 3rd Admin
- Nitesh Rani, BA, Admin / HR Accounts

**Former CMS Operation team members**
Mr. Pawan Arli, Sr. Executive - Communication and KM, MA Political Science
MA (Mass Media with specialization in journalism) (Nov 2011-Aug 2013)
Mr. Raji Yadav, Asst Computer Operator, BA (Pursuing) BAJMJ (Apr 2010-Mar 2013)
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.

-Dr. 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 speaks at various forums on issues ranging from environmental concerns to HIV/AIDS, Broadcast Bill to election analysis, Right to Information to corruption studies. Its critical research is regularly referred by policymakers, media and corporates. The Centre has been articulating its vital concerns from important platforms by presenting papers and engaging in debates and discussions, which are widely covered by the media.
Given the crucial role that the media plays in the economy and in maintaining a healthy growth rate, the question of accountability is a significant one.

- Ms. P. N. Vasanti, Director CMS

"Strengthening self-regulation."
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.

—Ms. P.N. Vasanti, Director CMS

Mint Column titled, “Politics 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, TV9 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 2011 and 2012 has 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

Media Presence

Motivated to Make a Difference

The prolific media coverage reflects the significance of CMS programmes, it also helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered in 486 articles published in the country’s leading National and Regional newspapers from 2011-2013. National Newspapers that covered CMS activities included 25 leading media houses like The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer etc. CMS initiatives were widely covered in 68 Regional Newspapers also which includes Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi etc.
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

- Mr. P. Talitem 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 46 International and National Partners to execute over 85 projects in 2011-2013.

CMS gratefully acknowledges all the Partners for supporting its activities.
CMS Partners

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

Multilateral and Bilateral organisations

- British Council and University of Stirling, UK
- Embassy of Netherlands
- Embassy of Japan
- FH360
- GIZ
- FHI360
- UNICEF
- UN Women
- World Health Organisation (WHO)

Governments of India and Autonomous Bodies

- BAIF
- Bharat Bal Rakshak
- Centre for Civil Society
- Data Mation
- Department of Drinking Water Supply, Ministry of Rural Development, GoI
- Directorate of Adult Education
- Directorate of Higher education
- Future Group
- Ministry of Environment and Forests (MoEF)
- Ministry of Human Resources Development (MHRD)
- Ministry of Information and Broadcasting
- Ministry of Rural Development (MRD)
- National Biodiversity Authority, Chennai
- IPAS
- ONGC
- SAIL
- United way of Mumbai
- V. V. Giri National Labour Institute (VVGNU)

State Governments

- Agartala Municipal Council
- Delhi Government
- Department of Environment and Forest, Govt. of Assam
- Department of Forest, Govt. of West Bengal
- Department of Forest, Govt. of Goa
- Department of Tourism, Govt. of Goa
- Dehradun Forest Department
- Forest & Biodiversity Board, Rajasthan
- Gali Gali Sim Sim

Foundations, Associations, Non-profit Organisations, Coalitions

- Birla Edutech

Corporations

- HSBC Bank
- Essar Investment Ltd
- Indian Bank
- IOCL Bank
- Life Insurance Cooperation
- Union Bank
- Walt Disney India

Media Organisations

- Andhra Jyoti
- Doordarshan
- Outlook
- Prasar Bharati
- Star India Pvt Ltd
- The Hindu
- Tripura Info, Agartala
- TV9
- ZEE News
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

Financial Summary


CMS adopts all the accounting standards & audit procedure prescribed by the Institute of Chartered Accountant of India. In house internal control system is commensurate with the nature of activities carried by CMS. The Accounting system maintains separate ledger account for each project, in terms of amount received and its utilisation. Ms. P N Vasanti, Director, chairs the internal audit team. An independent external auditor is appointed each year. The financial transactions are audited by this external auditor, who gives an audit report in form No. 10B of the Income Tax Act, 1961.

<table>
<thead>
<tr>
<th>Balance sheet details*</th>
<th>FY 2011-12</th>
<th>FY 2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>foreign grant</td>
<td>5,31,992.00</td>
<td>1,09,21,427.00</td>
</tr>
<tr>
<td>local grant &amp; other income</td>
<td>4,98,10,819.00</td>
<td>4,04,84,407.00</td>
</tr>
<tr>
<td>Total income</td>
<td>5,03,42,811.00</td>
<td>5,14,05,834.00</td>
</tr>
<tr>
<td>revenue expenses</td>
<td>5,23,82,455.00</td>
<td>3,87,38,456.00</td>
</tr>
<tr>
<td>capital expenses</td>
<td>20,29,072.00</td>
<td>7,14,335.00</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>5,44,11,527.00</td>
<td>3,94,52,791.00</td>
</tr>
</tbody>
</table>

(*from Audited Statement of Accounts)
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

Dr. M A Khalid, Environmental Expert, Royal Norwegian Embassy
Mr. Suresh Prabhakar Prabhu, Former Union Minister, Govt 6th CMS VATAVARAN 2011 Award Jury (Indian)
Mr. Ashok Vajpeyi, Chairman, Lalit Kala Academy
Ms. Anusha Rizvi, Film Director
Mr. Ashok Rane, Film Academician and Film Critic
Mr. Bikram Grewal, Trustee, Wildlife Protection Society of India and Publisher
Dr. Purnama Dasgupta, Ford Foundation Chair and Acting Head, Environment Economics Unit, IEG, Delhi
Dr. Balakrishna Pисupati, Chairman, National Biodiversity (NBA), Chennai and Chairperson, 6th CMS VATAVARAN 2011 Award Jury (International)
Mr. Ashwani Dhar, General Manager - Corporate Communications, Bhart Heavy Electricals Ltd (BHEL), New Delhi
Mr. A S Panneerselvam, Executive Director, Panos South Asia
Mr. N Sunil Kumar, Vice President and Head, RBS Foundation, Mumbai
Mr. Niranjani Khatri, General Manager - Quality Wellnessenvion initiatives, ITC Group of Hotels
Dr. Manowar Alam Khaid, Consultant Biodiversity, Wildlife & CDM, Independent Consultant
Ms. Lima Rosalind, Director, Green Future Foundation (GEF)
Ms. Seema Bhatt, Independent Consultant, Climate Change, Conservation, Ecotourism
Ms. Maiti Sahai, Former Director (Author and Film Expert), Directorate of Film Festival (DFF), Government of India
Ms. Indira Mansingh, Chief Advisor, Development Alternatives (DA)
Mr. Payal Narain, Sr. Manager - Conservation Products, WWF-India
Mr. Anil Cherukupalli, Sr Communications Officer | Species & Landscapes | WWF-India
Ms. Garima Dimri, Manager – Communication, WWF-India
Mr. Ajay Bedi, Bedi Films Pvt. Ltd.
Dr. O P Dewal, Associate Professor, Indira Gandhi National Open University (IGNOU)
Ms. Ankaksha Sood, Director/ Producer and Consultant, The Gaia People/ Kosmic Global
Mr. Praveen Singh, Director/Cameraman, Kosmic Global
Ms. Rita Banerji, Director, Dusty Foot Production
Mr. Sanjay Barneela, Director/ Producer, Moving Images
Ms. Ba Singh, Policy Advisor, Political, Public Diplomacy and Cultural Department, Embassy of the Netherlands, Koninkrijk der Nederlanden
Ms. Debikanta Mukhrjee, Project Coordinator, PVR Nest, PVR Limited
Mr. Abhinav Sood, Director, Communications Inc
Ms. Rishu Nigam, Director, The Energy and Resources Institute (TERI)
Ms. Ishani K Dutta, Director, Carrot Films
Mr. Sushmit Ghosh, Filmmaker, Black Ticket Films
Ms. Rintu Thomas, Filmmaker, Black Ticket Films
Mr. Pradip Saha, Independent Communication Consultant
Mr. R K Srivinvasan, Technical Advisor, Water and Sanitation Unit, Plan India
Ms. Suchitra Singh
Dr. Ambrish Saxena, Director, ISOMES/ Centre for Media Studies , Media Practitioner, Educator & Trainer

CMS Professional Team

Dr. N Bhaskara Rao, Chairperson, PhD, MA
Ms. P. N Vasanthi, Director, MA (Social Psychology), MBA
Mr. Alok Srivastava, Director-CMS Social, PhD (Rural Development and Management).
Ms. Alka Tomar, Director-CMS Environment, MSc (Env. Science), Pursuing Ph D (Sterling University)
Mr. Pramod Dasgupta, Director-CMS Communication, MSc (Geography), Master of Planning
Mr. Neeraj Kumar Bhattacharya, Head-Field Operations, BA (History Hons.)
Mr. Prabhakar Kumar, Manager, Mass Communication and Psychology, PG Diploma (Radio & TV Journalism)
Mr. Salma, Deputy Director-CMS Academy, MA (Mass Communication/ MA Applied Psychology
Mr. Ashwani Kumar Sinha, Head Advocacy & Partnership, BA (Economics Hons.), PGD (Mgmt)
Mr. Mamtaz Ahmed, Sr. Research Manager, MA (Sociology & History), LLB
Mr. Khil Warynakhar, Sr. Research Manager, BSc (Statistics, Math & CS), MSc (Statistics), Masters (Population Studies), Dipl (Computer Concepts & Application)
Dr. Anil Rahil, Research Manager, PhD (Sociology), M. Phil (Sociology), MA (Sociology)
Ms. Chantini Narain, Sr. Research Executive, M Phil (Public Health), MA (Social Work), PG Diploma (Human Rights), Certificate (Health & Human Rights)
Mr. Debasish Mohanta, Research Executive, MA Political Science
Ms. Priya Verma Pathak, Festival Coordinator, BCom, PGDBM
Mr. Sandeep Srivastava, Sr. Festival Manager, BA, Diploma (Theatrical Art and Russian Language)
Mr. Yamin S Verma, Sr. Research Executive, BSc, MSc, BEd, Certificate (Research Methodology)
Ms. Sanjeev Singh Negi, Festival Executive, BA Pass
Mr. Preeti Kashyap, Assistant Executive-ENVS, MA, MA (Mass Comm., Adv. & Journalism), Diploma (Comp App 7 Web Designing)
Ms. Surajkiran Bhatot, Sr. Research Executive, BEd, MSc, Certificate course (Research Methodology), Art Appreciation
Ms. Alansa P Anchalaksani, Sr. Research Executive, BA, MA (Communication Studies), Certificate Course (Counselling)
Ms. Garima Tiwari, Sr. Research Executive, MA (Geography), MA (Mass Communication), BA (Geography, Psychology)
Mr. Tulshi Gaur, Research Assistant, BA, MA (Psychology)
Mr. Ajay Kumar Singh, Manager-Field Operations, BSc (Chemistry Hons.)
Mr. Jitender Prasad, Sr. Executive-Field Operations, BA (Philosophy Hons.)
Mr. Pawan Kumar, Jr. Executive Field Operations, BA
Mr. Sanjeev Kumar, Jr. Executive Field Operations, BA
Ms. Shivesh Kumar, Jr. Executive Field Operations, MA (Public Administration)
Mr. Ashish Pandey, Jr. Executive Field Operations, MA (Sociology)
Mr. Anil Kumar Paney, Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)
Mr. Chetali Kapoor, Sr. Project Executive, BSc, Home Science, Masters (Social Work)
Mr. Anand Alimi Jha, Deputy Manager-Library & KM Sociology, Master (Library and Information) , 2 yr Dpl (Medical Laboratory Tech)
Mr. Bharti Kapoor, Sr. Executive -KM, MA (Hisrt), BA, One Year Diploma (Information & Software Management)
Mr. Ziaul Arif, Executive-KM (Graphic Designing), BA, One Year Diploma (Graphic Design)
Mr. Amarendra Kumar Pathak, Sr. Manager-IT, Graduation (Mathematics), MCA, CIC, Dipl (Database Management & Admin), Dipl(ASP NET 3.5)
Mr. Dipendra Banesh Mishra, Manager-IT, BSc, MBA, MCP, RHCE, UNIX
Mr. Gaurav Bhatia, Executive-IT, Pursuing BCA, One Year Diploma (J2EE)
Mr. Sundara Rao, Manager-EDP, MA Sociology, One year Advance Career Oriented Diploma
Mr. Kanchan Singh, Sr. Executive-EDP, BA, BLS, Diploma (Computer Architecture)
Mr. Rohit Kumar, Executive – EDP, BA Pass; Diploma (Computer Applications), Pursuing Diploma (Graphic Designing & Video Editing)
Mr. Neel Kamal, Computer Operator, Pursuing BA, Basic Computer Courses. F-Tech
Mr. Raj Kumar, Computer Operator, BA
Mr. Praveen Pathak, Head-HP, Admin & Accounts, MA, PGPFM, DCA
Mr. Sakanta Kumar Sahoo, Manager (Accounts), BCom, MBA, Diploma (Comp Applications)
Mr. Apsenex Beck, Deputy Manager-HP, HR, PGD (PM&R)
Mr. Sheetal Atreya, Front Office Executive, BA Pass, Diploma (Computer Data Processing)
Mr. Ravindra Singh, Executive-Office Maintenance, X't
Mr. Rajamani, Office Assistant
Mr. Lal Singh Bhat, Office Assistant, XII'
Mr. Sharanpal Jamwal, Office Assistant, XIV'
Mr. Dyal Singh, Office Assistant, X't
Mr. Jai Kishan Sharma, Office Assistant, X't
Mr. Tek Bahadur K.C, Driver, X't

**During these two 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, President, Indian Council for Cultural Relations
Editorial Team
P N Vasanti, Salma
With input from: Alok Srivastava, Paramita Dasgupta, Alka Tomar and Ashwani Kr. Sinha

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Photographs
Photos taken by the staff during fieldwork in India’s remotest corners

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