MAKING A DIFFERENCE...
24 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.
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THE CMS EDGE
Experts: Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience in a 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, a fully-equipped National office in New Delhi, Regional office in Hyderabad, in addition to a strong contact base across the globe.
Unique Methodologies: Constantly developing rigorous, customised research & evaluation methodologies to study complex and dynamic issues.
Beyond Research: Specialised in organising workshops, seminars, symposiums, awards, corporate engagements and outreach programmes to strengthen capabilities and advocate on emerging national challenges.

CMS SERVICES
Research
- Feasibility, Scoping & Formative
- Baseline, Mid Term & Endline
- Needs & Impact Assessment
- Monitoring & Evaluation
- Pre-Testing SBCC / IEC Material
- Process Documentation
- Policy Review
- Opinion Polls
Advocacy
- Workshops, Seminars & Symposia
- 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

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IT IS NOW 20 + 25 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 more than two decades of operations and research has given us certain insights and 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 kind. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance.

As a national institute providing its own professional services, CMS has been functioning successfully since the last 24 years. What started more in anguish about practices in sponsored research and pitfalls in field surveys is today 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.

CMS started with just half a dozen professionals, but today, 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 year. 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 25 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.
One of the first-of-its kinds of study undertaken by CMS Social was to assess the socio-economic status of Mahadalits. This study will help to formulate strategy for social and economic empowerment of the Mahadalits.

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 pioneering initiatives. Some of these include:

**CMS VATAVANAM - India’s Premier International Environment & Wildlife Film Festival and Forum**

www.cmsavatan.org

CMS Symbols: A forum on Communication for Social Development

www.cmsyouth.ids.csimark.org

CMS ENVIS Centre - An information resource centre on enviroment

www.enviscms.in

India Corruption Study: Annual studies on ‘People’s Perception and Experience with Corruption in Public Services’. In a nutshell, CMS promotes active citizenry 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. CMS works with stakeholders 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 is well-equipped with in-house data processing and high-end computation facilities, with broadband connectivity along with sophisticated software tools for statistical analysis.

**What Makes Us Different?**

A non-profit and non-partisan research organisation.

A committed facilitator in handling complex Social Development, Environment, Communication, Media, Transparency and Governance issues.

A research-based think tank committed to rigorous and objective analysis to support improved policymaking.

Research-based advocacy and capacity building initiatives.

Ability to work effectively with diverse stakeholders, including media, corporations, policy makers and civil society to address equity challenges.

What Makes Us Different?

CMS is an independent, non-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 four decades. CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed over 600 projects in collaboration with 156 public and private partners across the globe.

Who We Are?

We believe that, ‘Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.’ Research can enable change through informed decision-making about programs, policies and practices. We also believe that local knowledge and values are vital in building sustainable lives. Our approach to collaboration and stakeholder involvement has always been at the core of what we do. Our projects help to build capacity and strengthen institutions to equip our partners for the long term.

CMS works with dynamic teams who synergise their efforts to promote equitable development & responsive governance in the country.

**CMS at a Glance**

Over the past 24 years, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.

**Who We Are?**

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**CMS Teams**

**CMS Social**

CMS Environment

CMS Communication

CMS Transparency

CMS Surveys

CMS Media Lab

CMS Academy

CMS Advocacy

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CMS provides institutional support for the proposal entitled “Mapping of Media Ownership and Concentration in India and Calculation of Company Power Index of 12 Major Media Concentration Ownership Units (2000-2012)”, led by Dr. Arunvati Pradhan of ICRISAT. This one-year project was implemented in September 2013.

The Shri Ram School (TRS), Annual, in association with CMS VATAVANAM hosted the 3rd Shri CMS VATAVANAM Film Festival at the TRS school auditorium in Aravali, Harayana, on October 5, 2013. The Guest of Honour was Ms. Balwinder Kaur, founder and Executive Director of the Wildlife Protection Society of India. NCR school children watched award-winning environment films and their own one-minute films entered in an inter-school film making competition.

Twenty eight entries were received from the students of The Shri Ram School (Annual); The Shri Ram School (Modern), The Shri Ram Milneun School (Modern), Ambi International School Sector, Sunita High School (Gurgaon), DPS International School and SRS Ahlawat 2 Films – ‘Save in My Garret’ by Rita Bhave and ‘Timbrel’ by Rohita Thomas & Sushrenti Ghotre, were screened followed by an interactive open forum with the students. CMS Advocacy organised ‘Media Workshop on Road Safety and Public Health’ on October 26, 2013, at Visakhapatnam with support from WHO. The workshop comprised of 3 panels, namely Road Safety and Public Health, Road Safety and Media and Road Safety and Enforcement. Panelists included experts from the WHO headquarters in Geneva, Road Safety Partnership, Indian Institute of Public Health in Hyderabad, police officials from Hyderabad and Visakhapatnam and Assistant Editors of prominent national dailies from New Delhi.

CMS held a seminar on “The Role of Entertainment Mass Media in Changing Social Norms on Key Gender and Reproductive Health Issues: A Global Perspective”, on October 30, 2013, at CMS office, Saket New Delhi, where Mr. David Pincus-Hyman, Dr. William Ruttan of the speakers and Mr. Shiv Khare were the speakers.
A survey conducted in early 2011 with filmmakers ranked CMS VATAVARAN amongst the top two environmental and wildlife film festivals in the world. CMS VATAVARAN is a pioneering enterprise initiated by CMS Environment team in 2002 to encourage environmental films and forums that result in perception, policy and practice change.

The film festival aptly titled ‘Celebrating 10 Years of CMS VATAVARAN’ was initiated by CMS VATAVARAN team as part of the series of award-winning film screenings across NCR. To commemorate its decade-long journey, the CMS VATAVARAN team organized a special film festival throughout the months of October, November and December 2013. As part of this event, nominated films were screened at the CMS office premises at the Research House, Saket, New Delhi.

The 5th edition of the UNICEF Awards for Children-Related Programmes in Telugu Television Channels was launched with a media symposium on July 31, 2013 in Hyderabad. About 20 eminent media professionals representing Telugu news and general entertainment channels participated in this symposium. The eminent speakers included Jury Chairperson Padma Shri Dr. ShabNUMroopa, Professor, Department of Political Science, University of Hyderabad, Jury members Prof. Padma Shri, Professor of Communication and Journalism, Osmania University, Mr. R. V. Krishna Rao, Veteran Journalist, and Ms. Smita Sundari, joint director, Department of Women Development and Child Welfare, Government of Andhra Pradesh. Obstetric rights supporter and founder of Blue Cross of Hyderabad, Ms. Aruna Akhiruzzaman was the Chief Guest.

The 5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels were presented at a special evening on Hyderabad on December 10, 2013. Twelve awards in diverse categories, including the highest "UNICEF Awards for Channel Most Committed to Children" were presented on this occasion. From Sensor SP Advisory Mr. N. Bhaskara Rao, Chairman, CMS, gave a lecture on ‘Integrated Training Programme: Public Policy & Management’, on the topic ‘Impact of Media on Public Policy’. From February 11, 2014, at IILM Institute for Higher Education, New Delhi.


Mr. P. B. Vaidyan, Director, CMS participated in the 4th CMS CEOs Roundtable on Broadcast, organized by Confederation of Indian Industry (CII), on April 18, 2013, at New Delhi.

Participated in the Indo-German Conference on Media, Religion and Politics at Seigen University, from June 14 - 15, 2013, in Germany.

Attended the Media Symposium titled The Future of Growth: Economic Values and the Media, organized by Deutsche Welle, from June 17-19, 2013, in Bonn, Germany.

Attended the 1st Big Picture Summit: Embracing Innovation in Media, organized by Confederation of Indian Industry (CII), from September 13-14, 2013, at New Delhi, with Ms. Alka Tomar, Director, CMS Environment and Ms. Indira Akoijam, Manager, CMS Academy.

Attended the DAE & Bradtton’s Dare to Lead Conference, organized by Dare to Lead Response Management, on October 29, 2013, at New Delhi.

Attended the Global Roundtable on Government Performance Management, from December 11-12, 2013, at New Delhi.

Attended the 5th CII CEOs Roundtable on Broadcast, organized by Confederation of Indian Industry (CII), on January 24, 2014, at New Delhi.

Gave a lecture for US officials in service training on February 14, 2014, at IILM, New Delhi.

Addressed the 7th Global Symposium on various issues and public health issues like drunk-driving, speed, helmets, driving by minors, pedestrail safety and public transport.

The articles were widely appreciated by WHO using QSR N Vivo during a workshop on qualitative data analysis using QSR. Dr. N. Bhaskaran Rao, Chairman, CMS, gave a lecture on ‘Integrated Training Programme: Public Policy & Management’, on the topic ‘Impact of Media on Public Policy’. From February 11, 2014, at IILM Institute for Higher Education, New Delhi.

Mr. Alok Divakar, Director, CMS Social participated in the Findings of Independent Audit of CCI in a workshop on Innovation Action Plans (IAPs): Review and Next Steps, which was attended by more than 50 officials representing Ministries/Departments of Central Government, on June 14, 2013, at New Delhi.

Attended the India Launch of the 2013 Latest Survey on Maternal and Child Nutrition, hosted by the Public Health Foundation of India (PHFI) on June 28, 2013, at New Delhi.


Participated in the online discussion on Role of Parliaments in addressing Child Malnutrition: Experiences and Advice, initiated by UN Solution Exchange Community to Food and Nutrition Security, 2013.


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Attended a one-day consultation on Exploring Effective BCC Indicators for Health Programs in India, organized by FH India and Population Council, on March 20, 2014, at New Delhi.

Attended the International Conference on Human Trafficking, on February 5, 2014, at New Delhi, with Mr Ashwani Sinha Head Advocacy & Partnership, CMS Advocacy.

Dr. Anil K. Bhat, Research Manager, CMS Social


Presented a paper on “Gender and Disability”, in a two-day Seminar on Disability, Sustainable Development & Inclusiveness India, from November 23-24, 2013, at the Center for Law & Governance, Jawaharlal Nehru University, New Delhi.

Participated in a national level Workshop on Refresher Training for National Level Monitors (NLMM), organized by Ministry of Rural Development, GoI, from March 19-20, 2014, with Mr. Debasish Mishra, Research Executive, CMS Social.

Attended the launch and discussion on Plan India Study Report, “Because I am a Girl”, dealing with the situation of adolescent girls during Aarogya, at Jawaharlal Nehru Habitat Centre, on October 26, 2013, at New Delhi, with Mr Kirtilal Warwan, Mr. Kirtilal Warwan, Sr. Research Manager, CMS Social.

Ms Kirtilal Warwan, Sr. Research Manager, CMS Social


Participated in a national level Workshop on “Improving Quality of Life of Children”, “Sharing Experiences from Plan India, on August 27th, 2013, at India Habitat Centre, New Delhi.

Ms. Akka Tamara, Director, CMS Environment

Participated in a one-day orientation programme for the NGO’s NPO’s empanelled under Rural Area Energy Access Programme (RASEA) on behalf of Ministry of New and Renewable Energy (MNRE), on September 19, 2013, at New Delhi, with Dr Yamini Verma. Sr. Research Executive, CMS Environment


Dr. Yamini Verma. Sr. Research Executive, CMS Environment and Mr Anurag Khan, Consultant, CMS VATAVARAN.

Dr. Yamini Verma. Sr. Research Executive, CMS Environment

Attended the National consultation on “Improving Quality of Life of Children”, at New Delhi.

Mr. Aksha Tiwari, Head Advocacy & Partnership, CMS Advocacy.

Mr. Prima Verma, Festival Coordinator, CMS VATAVARAN

Attended the National consultation on Communicating for Access and Benefits-sharing, at CEE, from November 19-20, 2013, in Ahmedabad.

Mr. Surendra Sinha, Sr. Festival Manager, CMS VATAVARAN

Attended a seminar on Event Management at Taj Palace, organized by CEE’s Event Management Platform, Coext, Inc., on March 04, 2014, at New Delhi, with Mr Suneet Manohar. Festival Executive, CMS VATAVARAN.

Mr. Surendra Sinha, Sr. Festival Manager, CMS VATAVARAN

Focus Conference on Future of Talent in Media & Communication Industry at The Leela, Kompally, on June 29, 2013, in Gurgaon, Haryana.


Mr. Ashwani Sinha Head Advocacy & Partnership, CMS Advocacy.

Attended a Conference on ‘Strengthening Road Safety Legislation: Saving Lives’,
Organized by Ministry of Road Transport and Highways, NHRI and World Bank on December 14, 2013, at New Delhi.

Ms. Chetali Kapoor, Sr. Project Executive, CMS Advocacy
Conducted a session on ‘Environment Education: What, Why and How’ as a resource person for teachers and educators. The session was part of the first contact session of the distance learning course–Green Teacher Options in Environmental Education, organized by Centre for Environment Education (CxEE) on July 15, 2013, at New Delhi.

Mr. Paramita Dasgupta, Director, CMS Communication
Visited Nagars district of Assam for a research study on ‘Communication Opportunities to Engage Select Schedule Castes and Schedule Tribe Population Groups’ along with a UNICEF team to study the challenges faced by several communities. Caste and Schedule Tribe Population (CSTP) and other stakeholders in place to ensure quality, not only in data collection and analysis but also in the 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 facilities 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.

“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 facilities 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 Pradeepa Patilbhairav Programme Officer (M&C-VIEN), UN World Food Programme

Dr. N. Bhaskara Rao

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

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

• Dr. N. Bhaskara Rao released his book, ‘Poll survey in Media in an Indian perspective’, on 22nd November, 2012. Dr. Shankar Tharoor, Hon’ble Minister of State (HRD), Government of India, Dr. G S Krishnamurthy, former Chief Election Commissioner of India, Shri. Krishna Prasad, Election Commissioner of India, Shri. Krishna Prasad, Editor Outlook, Dr. S Venkat Narayan, former Editor, India Today and Ms. Seema Mustafa, Senior Journalist, graced the book launch.

• The book, ‘Unleashing the power of news channels’, by Dr. N Bhaskara Rao, was launched at Hyderabad Book Fair, on December 17, 2012.

Ms. P. N. Vasanti

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

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

• Ms. P. N. Vasanti, Director CMS, is a Member, International Advisory Board, PSIO, a Dutch association focused on capacity development of civil society organisations in developing countries. (2009–2012)

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

• Ms. P. N. Vasanti, Director CMS, was appointed as a Member of the Committee to Evaluate the Software Schemes of Doordarshan, by Ministry of Information & Broadcasting, Govt. (2013)

• Ms. P. N. Vasanti, Director CMS, was appointed as a Member of the Consumer Complaints Council (CCC) of the Advertising Standards Council of India (2013-2015).

• Ms. P. N. Vasanti, Director CMS, was appointed as a Member of the Export Group on Content, in the Sam Pitroda Committee, on Prasar Bharati (2013).
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 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.
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

CMS Managing Committee and Advisory Council includes luminaries of the country from different fields. The Managing Committee looks into the overall management and operations of the organization while the Advisory Council guides the organization towards making it more relevant and effective to the challenges faced by our society today. The participation of these eminent personalities has enabled CMS to grow from strength to strength and forge ahead in its unique mission and standing in India.

CMS Managing Committee
Dr. N. Bhaskara Rao, internationally known social scientist, media expert & psychopolitician.
Ms. P. N. Vasanti, Social Psychologist, and Media Researcher
Dr. Shanti Swarup Medasani, Scientist
Ms. N. Bharati, Development Consultant
Dr. G. Lakshmi Kamar, National Scientist and former Sr. Professor, NIHFW
Shri. Veesh 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. G. R. Kirtikaraya, former Director CBI
Shri. H. K. Dua, MP, Eminent Editor
Shri. B. G. Verghese, Eminent Editor
Swamy Agnivesh, Social Activist
Prof. P. C. Joshi, Economist and former Director, Delhi School of Economics
Shri. Ramesh Sharma, Eminent Film Maker
Shri. S. Venkateswar, Sr. Journalist, former Editor, India Today
Shri. S. Naveen, Psychologist and Market Researcher
Shri. S. D. Saras, former Director (Finance), BSNL
Ms. Asha Das, IAS (Retd.), former Secretary, Ministry of Social Justice and Empowerment, GoI
Mr. Alok Mehta, eminent editor
Shri. S. G. Saini, IAS (Retd.), former Secretary General of the World Wide Fund for Nature - India (WWF-India)
Ms Usha Bhasin, Former ADG, DoA

Leadership
Collaborating with Domain Expert to create Holistic Knowledge

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

During 2013-2014, CMS Social worked on 16 projects, pertaining to issues such as, education, health & nutrition, agriculture, livestock and rural development, among many other important areas 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.

Education for All programme should be renamed as ‘Quality Education for All’, to imbibe the importance of quality education and not just enrollment of children as the focus of the programme. Teachers and the overall education department should take responsibility for ensuring that students’ learning achievements is up to the level that is expected from a student of the grade in which s/he is studying.

―CMS Social inputs to the honourable Sub-Committee of the Department related Parliamentary Standing Committee on Human Resource Development on implementation of RTE Act

**AREAS OF EXPERTISE**
- Monitoring & Evaluation
- M&E Framework
- 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:**
  - Millennium Development Goals, Employment, Gender, Poverty Alleviation and Livelihood, Food Security, Child Labour, Migration, Tribal Development, Ageing, Disability, Social Security, Vulnerability Analysis and Mapping Education
  - Right to Education, Adult Education (Total Literacy Campaign, Post-Literacy Programme, Continuing Education Programme, Jan Shikshan Sansthan)
  - Elementary Education (Sarva Shiksha Abhiyan-SSA) and Higher Education
- **Health:**
CMS Social - Significant Contribution

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

Additionally, CMS Social has developed a unique scorecard known as the Poverty Index Tool to assess the economic status of families benefitted under the project. The tool is user-friendly and could be replicated in other development projects aiming at inclusive of poor families.

**National Monitoring & Evaluation Consultant for Godhan Project, 2010-15**

‘Godhan’ Project implemented by BAIF Research Foundation aims to develop and document a sustainable approach to comprehensive dairy development by using freeze semen technology. This project will result in increase of income for 90,000 poor farmers in Bihar, Maharastra and Uttar Pradesh. A major component of these surveys is that of measuring economic and social empowerment of women. CMS Social as Monitoring and Evaluation Consultant to the project is providing regular support to the Godhan project. Since the initiation of the project, CMS Social team has conducted baseline study and Rapid Assessment Survey to support the Project Management team in better implementation of the project.

CMS Social Social team conducted a qualitative research study “Adolescent girls in disaster situation in Uttarakhand” for Plan India. An analysis of lives of adolescent girls, post-flash flood was undertaken in three districts of Uttarakhand. In this study problems faced by adolescent girls at the time of disaster and changes in their lives after disaster in all aspects were studied. The focused areas of research were problems related to sanitation and hygiene, food and displacement and incidences of molestation, physical abuse or trafficking faced by adolescent girls in the post disaster situations.

**Developing Monitoring and Evaluation Framework, 2013**

Technical Support was provided towards developing Monitoring and Evaluation Framework for Advocacy and Communication (A&C) Programme team of UNICEF country office, which included framing Theory of Change, Output and Process Indicators to feed information for Intermediate Results (IR) Indicators, which will help to measure progress related to child protection and child rights related initiatives and activities. A set of easy to fill screening tools were developed for Field Offices of UNICEF to use for collecting the data and information related to advocacy activities. CMS team did hand holding in implementation of M&E Framework by interacting with concerned officials in CO and Field Offices of UNICEF.

**Evaluation of Accreditation of Private Sector Health Facilities for Provision of comprehensive Abortion Care Services: A New Initiative of State Government of Bihar, IPAS, 2013**

CMS Social team conducted evaluation of YU& Yojana (YY), which is a private site accreditation scheme of Government of Bihar with the specific objective of increasing access to safe abortion services and treatment of abortion complications. Private sites accredited under this scheme are also eligible to participate in other Government of Bihar schemes involving provision of reproductive health services by the private sector. The assessment was carried out with women seeking abortions and related services at the accredited facility. To complement the data collected from women, client-provider interaction was also observed. In addition, all ‘points-of-care’ were observed and documented across 10 districts of Bihar.

**A Research Study on Migration-Threat to Polio Eradication**

With India being declared as a polio-free nation, the study undertaken for UNICEF was a timely one to understand the threat migration poses on India’s status. Towards this, the study assessed the remigration status of children aged 0-5 years belonging to migrant families in 5 non-economic states. The study also assessed the families’ knowledge, attitudes and practices related to vaccines administrated against preventable diseases including polio as part of Routine Immunization. Four major categories of migrants namely, slum dwellers, construction workers, brick kiln workers and nomads were studied.

**Changing Young Women’s Knowledge, Attitude and Skills on Sexual and Reproductive Health issues through Community-Level Intervention in two districts of Jharkhand, India: An End Line Survey**

CMS Social undertook a study on sexual and reproductive health among married women and unmarried girls in the age group of 15-23 years. It was a challenge for the team to discuss aspects of sexual and reproductive health and make the young girls and women share a part of their private lives. The survey team was trained to be sensitive to protect the dignity and privacy of the participants.

**Institutional National Level Monitor for Ministry of Rural Development and Ministry of Drinking Water and Sanitation**

CMS as National Level Monitor (NLM) during 2013-14 conducted regular monitoring of Centrally sponsored Rural Development Programmes across four districts each of Nagaland, Assam and Uttar Pradesh. In February 2014, CMS Social team members undertook the Special Monitoring of Nirmal Bhural Abhiyan (NBA) in four districts of Uttar Pradesh.

**CMS as National Level Monitor for Ministry of Rural Development and Ministry of Drinking Water and Sanitation**

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CMS has been a trusted partner organization of Ipas Development Foundation since 2006. We have remarkable experience of successfully conducting multiple research projects with diverse methodology and cultural settings. After working with CMS for the past seven years, I wish an all-out success to the organization.

–Dr. Sushanta K. Banerjee, Senior Advisor (Research & Evaluation), Ipas Development Foundation, New Delhi India

Policy makers should proactively involve the tribal community in any development model right from its inception to its implementation and completion. The responsibilities have to be reformulated and the outsiders (policy makers) should see themselves just as supporters and facilitators in the entire process of tribal development and growth.

–Mr. Alok Srivastava and Dr. Amit Rahul, co-authors of the chapter Redefining Tribal Development in India: Need for Holistic and Participatory Approach in the book Emancipation of Tribes and Human Rights in India
VATAVARAN is the biggest show and tell event of environment in India. I hope the show will now start exploiting all the digital possibilities. It would be interesting if Varavaran could start an online community of schools, teachers, students and environmental activists who could qualify for being invited for the event from different parts of India by doing something significant for environment.

–Augustine Veliath, Founder-Director, Asian Center for Entertainment Education, New Delhi

THEMATIC TEAMS

The CMS Environment team has been involved multifariously in policy research and program 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 during 2013-2014. 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 provides 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
CMS Environment - Significant Contribution

The environment team is committed to contribute to the ongoing environment discourse in the country and the world.

Baseline Survey and Scoping Studies for “A healthy future for Delhi’s dwellers - An integrated approach for water quality and business development project”, 2013. In collaboration with Plan India with Basic Water Needs a Dutch company the pilot project was undertaken to develop, manufactures and markets cost effective and affordable water treatment solutions to “Improve the water quality for residents in three poor colonies on the outskirts of New Delhi”. In the baseline assessment conducted by CMS, the sampling of the households were done in the three slums of Delhi. This qualitatively and quantitatively data was collected from 420 households (Madarapara Khud-120, Rajpur Pahar-150 and Holmiya Kalan-150) across three study areas.

2013 Plan Best WASH Awards.
Plan India, New Delhi: The project was undertaken by Plan India as “Delivering Sustainable WASH improvements in Indian Schools” implemented in a total of 316 schools in two districts of Madhya Pradesh and Uttar Pradesh. The intervention consisted of ‘touchstone’ aspects like promotion of hygiene practices amongst children and capacity building of stakeholders/‘touchstone’ component which involved construction of WASH infrastructure in some of the project area schools. To decide the award winners, a structured questionnaire was designed and administered by CMS between June 24, 2013 and July 12, 2013 in 100 schools. Based on the averages of each indicator, schools were ranked. The schools which ranked highest on all indicators were selected as Best WASH School, while schools which ranked top in their respective categories were selected as Best Students’ Health Club, Best School Management Committee and School WASH Champion Teacher.

CMS ENVIS
CMS ENVIS is a premier centre designated by the Ministry of Environment and Forests (MoEF), Govt. to facilitate information dissemination and further the cause of environment awareness and sensitisation. Its thematic focus is “Environment and Wildlife Film Festival”.

VATAVARAN Film Festival. The members will be selected on the basis of their research, policy research and program evaluation with CMS. CMS VATAVARAN has now been organised in 30 cities of 26 Indian states for the last 10 years.

Primary and Secondary Research: Besides this, the centre also engages in focused research studies and analysis of media coverage and trends on environment issues in the mainstream news channels and print media.

CMS VATAVARAN
CMS VATAVARAN - India’s only International Environment & Wildlife Film Festival and Forum is an outcome of CMS’s core commitment to “Beyond Research” (www.cmsindia.org). Based on extensive research, this festival (competitive and travelling) was initiated for encouraging environment films and forums that result in perceptions, practice and policy change. CMS VATAVARAN is organised by the CMS Environment team, which has been involved multifariously in policy research and program evaluation aimed at creating sustainable solutions for environment protection.

Website: The CMS ENVIS website hosted on the NIC server is updated regularly and can be accessed through various print, electronic and new media. Today, CMS ENVIS as a centre reaches an overwhelmingly large no. of people through its various activities.

Publications: CMS ENVIS quarterly newsletter Green Vision has more than thousand individuals and organisations. The daily e-newsletter “Green Media” has a circulation of over 1500 and more. From time to time, the centre also undertakes focused studies on media coverage of pressing contemporary issues and translates that knowledge in the form of well-documented publications.

On-line databases: CMS ENVIS also presents impressive on-line databases of around 60,000 news coverage, around 2116 advertising agencies, over 973 audio-visual programmes and 1039 webseries of environment related organisations. Approximately 940 environment filmmakers, 125 plus environment print and electronic journalists are part of the databases.

Stakeholder Consultation Meet: CMS VATAVARAN completed its decade-long eventful journey (2002 – 2012). It was CMS VATAVARAN’s endeavour to create sustained impact and promote environment sensitivity on a large scale. A consultation meet was held to re-strategize and develop the future road map for CMS VATAVARAN. It was scheduled on February 5, 2013, (Tuesday) at CMS, Research House, Saket Community Centre, New Delhi.

Sustainable Research: CMS VATAVARAN set up a Steering Committee to provide leadership, overall policy guidance, mentoring of the team, facilitating development of knowledge and resource pool for creating sustained impact and promoting environment sensitivity. The Steering Committee gives directions, guidance and advice to CMS VATAVARAN team towards visioning, planning and implementing the future road map. The committee has been set up for a period of 5 years.

It is a very important festival. The films that are going to be shown are not only life or exotic but since they portray situations true and closer to life, they create a more lasting impact on the audience, move them from inside and provoke them to take action.
After January 1, 2011, were invited for the 7th CMS VATAVARAN. The Nomination Jury was held from August 27 - 30, 2013. The Nomination Jury comprised of 13 eminent jurists from the Indian and International categories. In this 7th edition of CMS VATAVARAN, a total of 341 entries were received in both Indian and International categories. In August 2013, 96 films were nominated in 11 categories by the Nomination Jury of 35 eminent jurists, headed by Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment Unit, UNDP India. The awards in Indian category ranged from INR 50,000 to 1, 50,000 each, along with certificates and trophies. Similarly, the awards in the International category also received trophies and certificates. The awards in Indian and International categories were announced on Sunday, Feb 02, 2014, at IGNCA Lawns, New Delhi. The film screening and evaluation of films (18 August 2013) was followed by the screening and evaluation of films from August 27, 2013. The 7th CMS VATAVARAN was scheduled from August 27 - Aug 30, 2013. The Festival screening and evaluation of films was followed by a brief and inaugural session on August 27, 2013, followed by the screening and evaluation of films. The festival was held from August 27 - 30, 2013, at the IGNCA Lawns, New Delhi. Experts from widely divergent sectors and streams, such as academia, media, filmmaking, army, civil society, mass communication and filmmaking institutions, were part of this four-day-long stringent evaluation process. The programme included interactive sessions/talks, films screenings, workshops, seminars, inaugurations and award ceremonies.

The Nomination Jury comprised of 13 eminent personalities from widely divergent sectors and streams representing environment & wildlife, film, media and communication. The awards in Indian category ranged from INR 50,000 to 1, 50,000 each, along with certificates and trophies. Similarly, the awards in the International category also received trophies and certificates. The Nomination Jury was held from August 27 - 30, 2013. The Nomination Jury comprised of 13 eminent jurists for the coveted 7th CMS VATAVARAN. The Indian award category comprised of a citation, trophy and cash prize ranging from INR 50,000 to INR 1, 50,000, while the International award category carried a citation and a trophy. The awards in Indian category ranged from INR 50,000 to 1, 50,000 each, along with certificates and trophies. Similarly, the awards in the International category also received trophies and certificates. The awards in Indian and International categories were announced on Sunday, Feb 02, 2014, at IGNCA Lawns, New Delhi.

All the nominated films were screened during the 7th competitive edition of CMS VATAVARAN - International Environment & Wildlife Film Festival and Forum from January 30 - February 3, 2014, at IGNCA Lawns, New Delhi. The film screening was again during the 8th competitive edition of CMS VATAVARAN in 2014.

Five Days of Biodiversity Gala

The 7th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum held at the IGNCA Lawns, New Delhi, from (Thursday – Monday), Jun 30 - Feb 03, 2014, featured around 112 films and more than 100 eminent speakers in 70 thematic sessions and expert discussions in six specially curated lawns. The 2014 CMS VATAVARAN was screening biodiversity conservation at different levels to promote living in harmony with nature. More than 10,000 participants representing organisations, students, academics and individuals from all sections participated in this festival across five days.

Several exhibitors, games, film booths, food court, green, food, music festival, open stage, interesting decor and art installation were on display for promoting diversity in nature.

Outdoor and Specially Created Lawns

Six lawns were specially created:

- UNDP and GIZ Lawns: The lawns with the theme of Coastal and Marine Biodiversity, held screenings and sessions on issues, such as conservation of coastal and marine biodiversity, climate change, livelihood issues, institutional and financial mechanisms, etc. UNDP, GIZ – Indo-German Biodiversity Programme and International Collective in Support of Fishworkers (ICST) partnered with CMS for the event.

- JAPAN LAWN: With the thematic focus on biodiversity of forest, mountains and island waters & wetland, important facts on Forest Right Act, tourism in tiger reserves, protection areas, traditional knowledge, human wildlife conflict, Himalayan biodiversity, and policy issues were discussed.

- COWAVE Japan, UNDP, Pragya and Zena Optimus were the knowledge partners.

- Dynasty Lawns: Sessions, book launches, press conferences, film screenings, workshops, exhibitions, panel discussions, competitions, seminars, puppetry, etc at the Dynasty Lawn.

- Western Ghats. WTI, CEE and SADW were the knowledge partners.

- ONGC Lawn: All the Indian nominated films were screened, followed by open forums, at the ONGC Lawn. Yaro Akhtar – Bertrand’s Retrospective was an important part of the ONGC Lawn. Two films by the filmmaker, ‘A Third World’ and ‘Planet Desert’ were screened. Special film screening and discussions were also part of this event, which was graced by prominent speakers, such as Dr Ravi Chellram, Yash Altrey, Sajay Dolakia, Nandini Sowry, Kshita Birla, Biba Gandhi, and many more.

- International Screen: More than 30 films, including the nominated films in International categories, and partner films of ONGC, Daffa Metro, UNDP were screened at the International screen over a span of four days.

- Open forums with some of the nominated International filmmakers were also held.

Grand Stage

Open Stage and Music Festival: The five-day film festival and forum was not all about films and serious issues. This time, the event even featured performances by students, artists, musicians, etc in the form of songs, theatre, dance and drum jams, etc. More than 12 performances were organised by CMS VATAVARAN with participation from schools, colleges, academicians, groups and more.
I have been on several juries/selection panels, but this experience was special because these were films on subjects that really matter. If we do not care about our environment and the damage greedy humans are doing to bio-diversity and nature, then we are damaging, irreversibly, the planet and all beings, sentient and otherwise. Vatavaran is doing an important job, and I wish you all very well.

Shubhra Gupta, Film Critic, The Indian Express, Pune)
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 makes 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 providing evidence-based midterm corrections in interventions.

In the time span of 2013-14, CMS Communication has been engaged in 8 large-scale projects. 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:
CMS Communication - Significant Contribution

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

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 accessibility to media channels and methods. The knowledge generated from this study is expected to strengthen the equity focus of key social and behaviour change strategies developed by the UNICEF, government and other bilateral organizations as per their relevance to various issues being communicated by the UNICEF program.

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 qualitative and quantitative research methodologies the CMS Communication team has been successfully document 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.

CMS Communication team conducted a first ever study “Communication Opportunities among Select SC/ST communities in India, among Scheduled Castes and Scheduled Tribes in five states of India. This was to understand the indigenous or local communication systems and practices, communication opportunities and resources available, process of information flow and the most credible spokespersons in diverse socio-cultural-ethnic Scheduled Castes and Scheduled Tribe communities. The study was conducted among 9 Scheduled Castes and 9 Scheduled Tribes from Assam, Bihar, Jharkhand and Uttar Pradesh.

The qualitative study brought out interesting facts about children myths around their livelihood, art forms, culture, practices and communication channels and methods. The knowledge generated from this study is expected to strengthen the equity focus of key social and behaviour change strategies developed by the UNCDF, government and other bilateral organizations as per their relevance to various issues being communicated by the UNCDF program.

Protecting before final production of communication materials

CMS Communication take up pre-testing of development communication material in its concept stage, rough cut or script stage among the target audience. The appeal, comprehension, relevance and acceptability of the material is tested before the target audience. Based on this feedback, relevant changes are made in the materials before final production. Pre-testing of materials 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 protected five PIs, IPC videos on Child Protection issues dealing with Child Protection Committee, Child Marriage, Child labour, unsafe migration and value of childhood. The episodes were protected in two districts namely Mirzapur in Uttar Pradesh and Worli in Maharashtra.

The team also tested two unique communication materials developed on Menstrual Hygiene in Uttar Pradesh and Jharkhand for their appropriateness. The two communication materials were animated of an interview film - Paheli ki Saheli and show of pencil for pre-menarche girls.

The team conducted pretest of six different episodes of ‘Menstrual Hygiene’ among parents and PAs to understand their responses and reactions to such a product. This was conducted in Uttar Pradesh.

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 16 minutes ‘Menstrual Hygiene’ aimed to enhance knowledge and learning among children addresses cross-cutting issues like gender equity and rights of the girl child. CMS Communication was involved in illustrating children’s stories. The feedback of the program Menstrual Health, The Telugu version of Menstrual Hygiene was also researched among 144 students of 112 Upper Primary Schools and Higher Secondary Schools in 6 districts of AP.

CMS also engaged Children in the study named ‘Communication Opportunities among Select SC/ST communities in India’, where they participated to talk about the availability and accessibility of media channels and assets and also shared their aspiration and preferences about mass media channels.

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.

R010 Project – a World Health Organization (WHO) initiative to increase road safety in ten target countries. In India, among other activities, the project included a series of workshops with journalists to provide them with tools and resources to cover traffic related news and to contribute to awareness raising on road safety. Before these workshops CMS Communication team carried out content analysis of reporting on road safety in 15 dailies from Hyderabad, Jabalpur and New Delhi with an objective to provide inputs for road safety workshops with journalists.

The team also conducted a Pre and Post analysis of newspaper reporting on Road Safety Legislation in India for WHO Express Workshop. The purpose of study was to assess the quality and quantity of reporting on road safety legislation in print media, and accordingly strategize the engagement with media.

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, format and innovations. The analysis has helped the government and other agencies to design their media advocacy initiatives.

List of Projects during 2013-14

Conducting study of Content Analysis of Print Media coverage on road safety issues and the evaluation of national road safety awareness campaign.

Pre and Post Workshop Analysis of Newspaper Reportage on Road Safety Legislation in India, WHO

Pre and Post Workshop Analysis of Print Media reportage on Road Safety Legislation in India, WHO

Baseline Study on Knowledge, Attitude, Perceptions, Practices and Social Norms in Rural Gujarat on Sanitation and hygiene, UNICEF

Conducting Pretest of communication materials developed for the MHM project in UP UNICEF

Conducting Pretest of Communication Opportunities among 18 Scheduled Caste and Scheduled Tribe communities in India, among the UNICEF, government and other bilateral agencies.

CMS Communication Team Members

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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 with 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 headline 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
Information and Communications series from 2000-2012 and were impressed by the quality and experience of corruption experienced by the breadth of your research.

While preparing for a research project that would examine the effects of Information and Communications Technology (ICT) on the levels of corruption in India, we came across the CMS-India Corruption Study series from 2000-2012 and were impressed by the quality and breadth of your research.

—Dr. Nandini Ramanujam, Executive Director, Centre for Human Rights and Legal Pluralism, Faculty of Law, McGill University

CMS Transparency - Significant Contribution

This committed team has been providing significant data base and momentum to create a responsive governance system in our country.

- India Corruption Studies (ICS)
  CMS-ICS 2012: Women’s Perception and Experience about Corruption in Public Services
  India Corruption Study is in the ninth edition and the fifth round of studies in the last six years on corruption concerning citizens availing public services. Realising the fact that women play a greater role in managing the household affairs than the male counterpart and therefore directly or indirectly are subjected to far more bad consequences of ineffective governance not only individually but at household level, the 2013 round focused on women across eight states, namely, Bihar, Chhattisgarh, Delhi, Karnataka, Madhya Pradesh, Maharashtra, Punjab and Rajasthan.

- Independent Audit of Implementation of Clients’/Citizens’ Charter (CCC)
  CMS conduct first ever independent audit of implementation of CCC covering 19 Ministries/Departments of Government of India (GoI) for Performance Management, Cabinet Secretariat. The exercise was intensive which included physical verification visit to each ministry/department’s office, interacting with nodal officers of 2-3 services provided by the respective ministries/departments, observing the display of CCC, making the phone calls for checking the responsive rate and accurateness of contact details of the nodal person. As one of the key success indicators, the quality of self-assessment report of each ministry was also assessed. Being the first year of audit, it was decided to restrict the audit process only to assess the preparedness and practice of ministries and departments as far as CCC is concerned.

- 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.

- 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 freelbies like liquor, blankets, television or saxes, 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 Sri Aji Bhatkhande (famed journalist and former editor TOI, IE & HT) who was also the founder editor since its inception in March 2008. The first issue was released by Ms. Aruna Roy (founder MKS) at CMS Office. This bi-monthly 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.

Research Projects

Independent Audit of Implementation of Clients’/Citizens’ Charter (CCC), covering 19 Ministries/Departments of Government of India (GoI), for Performance Management, Cabinet Secretariat, GoI

CMS- India Corruption Study 2013 with a special focus on women's User's Perception and Experience of Public Services, 2013

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CMS Transparency Core Team Members

Dr. N Bhaskara Rao, Team Leader, PhD, MA
Mr. Alok Srivastava, Coordinator, B.Sc, PGD (Rural Development and Management).

CMS Transparency - Significant Contribution

This committed team has been providing significant data base and momentum to create a responsive governance system in our country.

- India Corruption Studies (ICS)
  CMS-ICS 2012: Women’s Perception and Experience about Corruption in Public Services
  India Corruption Study is in the ninth edition and the fifth round of studies in the last six years on corruption concerning citizens availing public services. Realising the fact that women play a greater role in managing the household affairs than the male counterpart and therefore directly or indirectly are subjected to far more bad consequences of ineffective governance not only individually but at household level, the 2013 round focused on women across eight states, namely, Bihar, Chhattisgarh, Delhi, Karnataka, Madhya Pradesh, Maharashtra, Punjab and Rajasthan.

- Independent Audit of Implementation of Clients’/Citizens’ Charter (CCC)
  CMS conduct first ever independent audit of implementation of CCC covering 19 Ministries/Departments of Government of India (GoI) for Performance Management, Cabinet Secretariat. The exercise was intensive which included physical verification visit to each ministry/department’s office, interacting with nodal officers of 2-3 services provided by the respective ministries/departments, observing the display of CCC, making the phone calls for checking the responsive rate and accurateness of contact details of the nodal person. As one of the key success indicators, the quality of self-assessment report of each ministry was also assessed. Being the first year of audit, it was decided to restrict the audit process only to assess the preparedness and practice of ministries and departments as far as CCC is concerned.

- 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.

- 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 freelbies like liquor, blankets, television or saxes, 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.

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CMS Transparency Core Team Members

Dr. N Bhaskara Rao, Team Leader, PhD, MA
Mr. Alok Srivastava, Coordinator, B.Sc, PGD (Rural Development and Management).
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 infrastructure and professional strengths include dedicated and experienced survey research teams with capabilities to undertake large-scale field surveys across the country. The field set up has time-tested procedures to assure prompt and reliable fieldwork, which is verified and validated.

Special emphasis is given to ethical and quality issues by CMS. It has constituted an Institutional Review Board (CMS-IRB), registered to the Division of Assurance and Quality Improvement in the Office for Human Research Protections (OHRP), USA, to give technical support to research organisations towards maintaining the ethical standards in research on human subjects. CMS is also registered to give Federal Wide Assurance (FWA) for the Protection of Human Subjects for International (Non-U.S.) Institutions.

AREAS OF EXPERTISE
- Qualitative Research
- Quantitative Research
- Participatory Research
- Observatory Research
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 specialized areas, wherever necessary and to undertake field based research surveys in a quick, time-bound and cost-effective manner.

- Field Network
  The CMS staff includes core professionals in various disciplines, supervisory staff and subject specialists at its New Delhi & Hyderbad office. 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 multi-farious needs of a variety of Partners.

- Significant Surveys
  Public Opinion Survey to understand and analyse the public image of Japan among India’s opinion leaders/ general public, Japan
  FFI Pro Test, UNICEF
  ST/SC Scoping Study, UNICEF
  Menon Radio for parents, UNICEF
  NHNL, UNICEF
  Public Health Grant Project, Plan India
  Save abortive care, base line study, IPAS
  Godhan, BAIF

- Methodologies
  CMS uses a combination of qualitative and quantitative research methods; analytical tools, tracking and feedback studies that are customised to meet partners’ needs. Social audit, online research methodologies as well as media content analysis methods, are considered as standards in our research techniques.

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

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

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.”
Zee’s attitude still is that no one can harm the channel, except that Jindals are very powerful. They are afraid of them but not of anybody else. There is no fear among channels.

Ms. P.N. Vasanti, Director CMS, Hindustan Times titled, “News vs noise”

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

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

List of Projects

- Media Foundation: “Content Analysis - Coverage of Tehelka Scandal in 6 TV News Channels”
- Measuring and Mapping of Media Ownership and Concentration in India and calculation of Company Power Index of 12 major media common ownership units (2000-2012), ICSSR
- Socialization of Bollywood Songs - 2014
- Coverage of Lok Sabha in TV News - 2014
- Coverage of Tehelka Sex Scandal in TV News - 2013
- Chinese PM Visit to India in TV News - 2013
- Coverage of SC judgment on Vedanta in TV News & Print - 2013
- Delhi Gang Rape Coverage in TV News - 2013
- Coverage of Sting Operation on Money Laundering in TV News - 2013
- Coverage of Rahul & Modi in TV News in 2013
- Political & Religious Movies in India - 2013
- Girl Child & Sanitation Coverage in Print Media - 2013
- DD News Content Structure and Presentation - 2013
- Coverage of Health Issues in print media - 2013
- TV & Print News Trends - 2013
- Case Study on Coverage of Environment in DD News & NDTV 24x7 - 2013
- Rural India in News Channels - 2013
- Coverage of Corruption in TV News - 2013

CMS Media Lab Team Members

Mr. Prabhakar Kumar, Coordinator; Master (Mass Communication and Psychology), PG Diploma (Radio & TV Journalism)
Mr. Asit Kumar Pandey, Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)
Ms. Vasundhara, Research Executive, Hyderabad

Internship

Ms. Shreli Saini, B Comm (Prog.)
Mr. Sanaj, Mass Comm
Mr. Renujent Kumar, Mass Comm
Mr. Manas Winiee Mahanta, Political Sc. (Hons.)
Mr. Ajay Bhati, B.A. (Journalism & Mass Comm)
Ms. Naina Purushar, B.A. (Journalism & Mass Comm), PG (Masters of Mass Media)
Ms. Bhawana Kumari, B.A (Journalism & Mass Comm)
Ms. Shalini Desi, B.Com
Ms. Priyanka Dhingra, B.Com
Ms. Tarthi Khanna, B.Sc. Pursuing M.Sc.
Ms. Jharna Gurung, BA (History Hons.), MA (Mass Comm & History)
Ms. Niharika Goel, B.A (Hindi Hons), PG Dip (Advtg & Public Relation), Pursuing Masters (Mass Comm)
Ms. Nidhi Chatravadi, History (Hons), Pursuing PG (Mktg, Advtg, Journalism & PR)
Mr. Purik Chakravarty, B.Sc (Electronics H)
Ms. Sanchi Rana, B.Com (Hons), Pursuing PG (Progm Comm, Masters in Journalism & Mass Comm)
Ms. Niharika Goel, B.A (Pw Sc, Hons), Pursuing PG (Progm Comm), Masters (Journalism & Mass Comm)
Mr. Bedanta Kr. Sahajraj, Bachelors (Journalism & Mass Comm), Masters (Journalism & Mass Comm)
Mr. Rajender Singh Guzain, Pursuing B.A (Hons)
Mr. Anishal Dube, Pursuing Journalism & Mass Comm
Mr. Poon Prakash Singh, Graduate, PGD (Radio & Television Journalism)
Mr. Jami Bhuvan, Bachelor of Journalism (Mass Comm)
Ms. Nihita Chaunhan, Pursuing B.A (Mass Comm (Hons))

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.M. Vasanti, Director CMS, Mint Column titled, “Revamped media policy needed.”
The gloom and doom in the media industry affects media education in terms of quality of journalism and the kind of people who will be attracted to this field.

—Shri Manish Tewari, Former Minister of Information and Broadcasting

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**
- Using knowledge-based training to address emerging national challenges
- Promoting innovation through value-based education
- Developing 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

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

- Significant Projects:
  - British Council Institutional Capacity Building (UKIERI)
  - Faculty Development Programme – To Support Research And Innovation In Media Institutions in India and The United Kingdom

This project enhances faculty development as the mode to develop quality standards and standardizations in the media education sector. This is based on the belief that faculty are key for enabling research culture and innovation. The Faculty development program will address emerging developmental needs of educators from the media sector in India, with a special focus on News Media Education.

- Plan of Action:
  - Conduct research to identify key trends and quality issues in media education in India and the UK, mapping professional, institutional and industrial linkages with contextual media education.
  - Review and analyze Skill Development / Higher Education quality assurance, compare delivery patterns and approaches, and document best practice in news media education in India and the UK.
  - Set goals and standards for media education to enhance employability of news media professionals through development of quality parameters in both Higher Education and Skill Development courses in India, and evaluate educational structures for best performance.
  - Create an interactive training forum to share best practices in both media education and in the pedagogical techniques, which best enable faculty development.
  - Main activities:
    - Preliminary research to map the media education sector: The main activities of the preliminary research included creation of database of media institutes, training providers, departments (university) and trainers in NEWS Media Education. Preliminary research of mapping media schools, universities, institutes, etc., under categories, such as distance learning, private, government was completed, which brought out a list of 240 institutes, colleges and universities across India that offer courses in Mass Communications’ Journals/ Media Studies.
    - Identifying key Stakeholders: The CMS Academy also identified stakeholders in the NEWS media industry, education and policy sector. Based on the list, invites were sent for the first stakeholders meet on 18th August, 2013, with approximately 50 members representing academia, government, media industry and civil society. Out of these stakeholders, 4-5 prominent people from different sectors were selected to become the Advisory Group members.
    - Stakeholders meeting in August: The stakeholder meeting was called “Symposium on NEWS Media Education in India” with 3 panel discussions and 5 Simultaneous Moderated Discussions planned for the day. The objective of the meeting was to identify the faculty development needs in the sector, to bring fund raising for sustainability. To share the faculty development programme roll-out plan and to get feedback. Minister of Information and Broadcasting, Shri. Manish Tewari, inaugurated the symposium. He laid stress on the quality of media education in the country and suggested that there could be a common entrance exam that could standardize the quality of media education. Experts from the industry speaking in the panel-discussions stressed on the need to orient journalism students to the industry needs and standards, while academicians suggested that there’s a need to bridge the gap between academics and the industry. The event received wide coverage in national media.

Indian Advisory Group Meeting: The Indian Advisory Group comprising of Professor BP Sinajy (Faculty, University of Hyderabad), Dr. Nabini Rajan (Dean of Studies, Asian College of Journalism), Professor Ashok Ogo (Director, Apeejay Institute of Mass Communications) and Mr. Shivan Kumar Ganj (Editor, Nai Duniya), met for the first time, on April 29, 2014. The meeting was also attended by Dr. N Bhaskara Rao, Chairman, CMS, and CMS team, UK partner of the project, Professor Matthew Hibbert Professor of Communications and Head of Communications, Media and Culture, University of Stirling, Ms. PV Vasanti, Director, CMS, and project leader, gave an overview of the project and discussed the roles of the advisory group members. Professor Matthew also provided an update on the UK team as well as the study being conducted by Stirling University. The agenda of the UK meeting was to introduce the Advisory Group members and discuss their roles in the project. The CMS Academy will continually seek feedback on project progress, activities, and outcomes from them. The members will also help in suggesting ideas for advocacy with stakeholders (including policy-makers) and sustainability of project outputs/outcomes.

Stakeholders’ meeting: The second stakeholders’ meeting, called Consultative Meet on News Media Education in India, was also held on April 29, 2014, after the IAG meeting. The meeting was attended by faculty members of media colleges, institutes and universities, from New Delhi, government officials, media experts and industry professionals, apart from the IAG members. Some of the participants representing academia and industry are Dr Ranjana Dev Surman, Director, DCMM, Mr. Satyakaly, Head of HR, ARP Group, Dr. N. Trivedi, Senior Professor, MDU; Professor Parvaz Alam, Dean, Apeejay STYA University, Mr. Arvind Pratap, Associate Professor, IIMC, Mr. Shradhuti Goswami, Associate Professor, IIMC, Ms. Manisha Chopra, Senior Journalist, Mr. Sukesh Singh, Principal Consultant, The Week, Ms Gauri Chakraborty, Associate Professor, Andi University, Dr. CP Singh, Dean, USMC, IP University, Pushkar Prusty, Editor, mediaculture.com, among others.

CMS Academy Team Members

Ms. P. N. Vasanti, Director, MA (Social Psychology): MBA
Ms. Indira Akoijam, Manager, B.Sc (Physics): MA (Mass Communication & Journalism)
The media workshop on road safety was not only informative, but also sensitised me about issues which I can immediately apply to break away from monotonous way of reporting.

– Akhilesh Kumar, Amar Ujala, New Delhi

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

CMS Advocacy
Innovative Engagements & Strategies

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

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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.

- **5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels**
  CMS and UNICEF partnered for the fifth year in succession this year to best the 5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels. The awards were presented at a special ceremony in Hyderabad on December 10, 2013. Twelve awards in diverse categories, including the highest "UNICEF Award for Channel Most Committed to Children", were presented on this occasion.

- **Media Engagements on Road Safety**
  As a follow up of the workshops and in order to sustain the engagement with journalists on a more regular and structured basis, the Forum for Journalists on Road Safety was established in April 2013. Mr. Jasdeep Singh Middha, Principal Reporter of Hindustan Times, Lalitpur was selected as the Moderator from the applications received. The forum has 208 members in all, comprising of journalists, advocates, road safety experts, NGOs, members of education and research institutions etc. and during 6 months of operation, the forums saw 94 posts under 24 topics.

- **CMS Advocacy Team Members**
  Mr. Ashwani Kumar Singh, Head Advocacy & Partnership, BA (Economics Hons), PG Opi (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
  Ms. Sowali Pradhan, BCom
  Mr. Gagan Arora, Pursuing Graduation
  Ms. Romiya Das, Bachelors & Graduate Opi (Mass Comm)

CMS Advocacy will continue its tryst with Road Safety by focusing on partnering to institute Media Awards for Road Safety Reporting, based mostly on the format of the UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels.

List of Projects

- Development and Implementation of Online Forum for Journalists on Road Safety Issues – WHO
- Plan India National Consultation on School WASH – Plan India
- Organizing and Managing National Dissemination Workshop on Improving Quality of Life of Children – Plan India
- 5th UNICEF Awards for Children Related Programmes in Telugu TV Channels – UNICEF
- Motor Vehicles Act: Has it all been said yet? Media Workshop on Road Safety – WHO
- Road Safety and Public Health: Media Workshop on Road Safety – WHO

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 facilitated sharing of experiences and exchanging ideas while providing a platform for promoting best practices in communication and research at an international level. CMS Symbols Symposium was organised from November 1-3, 2007 at Hyderabad in collaboration with S N School of Performing Arts, Fine Arts and Communication, University of Hyderabad. Representatives from 11 countries participated in the symposium.
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 & transparency studies, and in the broader area of social development, is truly commendable.

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

CMS Operation teams are the resource base of all CMS 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 26 people, these departments ensure that CMS executes large-scale national and international projects with remarkable efficiency.

Areas of Expertise
- Data Entry Programming
- Data Validation and Analysis
- MIS Creation
- Software Development
- Website Designing and Development
- Information & Resource Management
- Facilities, Maintenance & Management
CMS 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 constantly focused on sharing this body of knowledge through regular seminars, publications and articles, both internally as well as externally. The CMS Knowledge Centre will further consolidate and streamline this endeavour by creating more avenues for sharing and using new IT tools. This team will create better systems and means for documentation and retrieval of CMS work through a knowledge management system. It will also be responsible for better presentation, designing and editing of content. For external communication and sharing, this team will create more internet-based information tools. Developing and strengthening media relations will also be in its agenda.

The Prof. Everett M. Rogers Knowledge Centre
The centre has over 6400 books and reference reports like Economic Surveys, CMS, Human Development Reports, National Family Health Survey, Census of India, NSS, NSO, and the Election Commission. It subscribes to a large number of national and regional dailies, magazines and varied journals. Scanning, documentation and analysis of content is done on a daily basis. The centre is more like a “knowledge management centre” — where one can access any reference publication or work online from anywhere on any subject. CMS is in the process of becoming a member of various online libraries.

Audio-Video Resource Centre
The CMS Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and developmental issues. It also maintains the master copies of audiovisual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India. The centre collects, catalogues and archives these valuable resources held by dispersed organisations and individuals, to effectively disseminate materials to information channels, TV Channels, concerned organisations, educators, schools, layerо̂prs, etc. all over the country. The CMS AVRC computerised catalogue is online on the CMS website: www.cmsindia.org.

IT & Systems
CMS IT team performs a variety of functions that range from installing applications to designing complex computer networks, information databases and management of entire systems. The IT team also helps in the integration of other technologies, such as the use of cell phones, television, etc. CMS uses leased lines for internet connectivity. CMS House is fully Wi-Fi enabled with 2 Mbps leased line. CMS IT team manages 12 websites of the organisation.

CMS IT Team is equipped with the latest infrastructure facilities, like 4 IBM main servers, 1 Watchdog server, 4 managed Switches, 70 desktops, 26 laptops, 2 HP colour printers, 3 black printers, 1 photo scanner, 3 NAS, 5 DVRs, 2 scanners, 1 fax, 11 portable HDD’s, etc.

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

Administration, Human Resource and Accounts
The Administration, Human Resources and Accounts team supports and maintains the systems and resources requirements of various teams so that all the teams can run their operations smoothly.

Significant Contributions
Created OpenSIPR for efficient management of Human Resources processes.

Created special website for the World Food Programme.

Created 13 websites for highlighting various CMS Teams and their endeavours. Organised live streaming of the first ever conference on “Public Diplomacy in the Information Age”, in New Delhi, which was accessed by more than thousand people.

Efficiently managed remote servers for web hosting and e-mail services.

DRAFT HR Manual, which includes comprehensive policies on all aspects of HR and systems.

Standardisation of recruitment processes.

Developed 360 degree appraisal system, which was used twice a year at CMS.

Organised staff welfare activities like sports meet, picnics and festival parties.

The Administrative team has developed and maintained the New Delhi and Noida campus. It has established effective relationships with external agencies like MCD, DDA, Noida Authority, Electricity Board and the local police, to ensure smooth operations.

Designing, building and operationalising the new 35000 sq. ft builtup area of the Noida Campus, spread over one and half acres of land.

Developed project-based accounting systems.

Created nonintrusive偃servation system.

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

Operation Team Members
Mr. Amran Singh (Ia, Deputy Manager Library & AM, Modern Library and Information), Dir (Medical laboratory Tech)
Mr. Ashutosh Paswan, (Executive Main, BA, MA-Hindi), Time Out Information & Software Management
Mr. Zia Atif, Executive Main (Graphic Designing), 81, One Day Girl (Graphic Design)
Ms. Priyanka (Visiting Student), B.A (Political Sci), PG (International Studies)
Ms. Nandini, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)(EPS M.T 3.1)

Mr. Saurabh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Souvik, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Nishant, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sourav, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Kaushik, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Avinash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Partha, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Om Prakash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sunny, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Shyam, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Manish, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Rajeev, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Aamir, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Arvind, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Harsh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Saurabh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Akshay, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Vivek, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Piyush, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Abhishek, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sumit, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Nishant, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Avinash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Partha, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Om Prakash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sunny, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Shyam, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Rajeev, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Aamir, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Harsh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Saurabh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Akshay, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Vivek, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Piyush, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Abhishek, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sumit, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Nishant, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Avinash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Partha, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Om Prakash, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Sunny, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Shyam, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Rajeev, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Aamir, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Harsh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Saurabh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Akshay, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Vivek, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

Mr. Piyush, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)

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Mr. Harsh, Manager Projects (Mathematics), MCA, CIC, Cpl (Database Management & Analytical)
I believe the task undertaken by CMS to study the media education sector is very important and would go a long way in raising the standards.

–Shravan Kumar Garg, Editor, Nai Dunia
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.

- Mt. P.R. Vyasani, Director CMS


"Huge poll expenditure undermining democracy", by N Bhaskara Rao, released in 2013


"Mobility of Immunity; A Case of Migrant Worker’s Children”, by Warvadekar Kirti, published in the Thumb Print Magazine, in 2013.

Articles and research papers

"The real mean world of mega serials", by Medauni Anita, published in Vidura (Apr-June 2013), Volume 05, Issue 02, Page no. 10-12.

"Online services: How effective are they?", by Srivastava Alok, published in Vidura (Apr-June 2013), Volume 05, Issue 02, Page no. 21-22.


Themes:

1. Environment and Youth
2. Transparency Review
3. Good Governance

TOEJC® Environment and Youth, October-December, 2013

Theme:

Green Voice - A quarterly newsletter on environment and media

Books and Directories

Good Governance, by Dr N Bhaskara Rao, released in 2013

Journals and Newsletters:

Transparency Review - A bi-monthly journal

Green Voice - A quarterly newsletter on environment and media

Theme: Cop18/CMMP8, April-June, 2013

Theme: Environmental Communication, July-September 2013

Theme: Environment and Youth, October-December, 2013

Theme: Green Media, January-March 2014
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, “Polls and media: keeping it fair.”

Media Presence
Motivated to Make a Difference

The prolific media coverage reflects the significance of CMS programmes; it helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered around 400 articles published in the country’s leading National and Regional newspapers from 2013-14. National Newspapers that covered CMS activities included 35 leading media houses like The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer, The Economic Times etc. CMS initiatives were widely covered around 60 Regional Newspapers also, including Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi etc.

CMS VATAVARAN 2014 was covered widely by a range of national and regional dailies. The festival had 48 print media coverage; 11 electronic media coverage including television and radio and 87 online media coverage. 25 Newspaper dailies were present during the festival and covered the festival & its programmes. Among the prominent ones were Asian Age, Daily Pioneer, Dainik Jagran, Deccan Herald, Hindustan, Hindustan Times, Maharashtra Times, Mint, Punjab Kesari, Rashtra Sahara, Rajasthan Patrika, The Hindu, The Indian Express, The Times of India and The Tribune. Overall 32 electronic media organisations covered the festival including Zee Media, YouTube, NDTV, Lok Sabha TV, DD National, AIR FM Rainbow, AIR FM Gold, AIR Akashvani and BBC. Overall 52 online portals covered the festival.

For detailed list of articles and CMS Media coverage, please log on to www.cmsindia.org
WHY INDIA'S POLLSTERS CAN'T FIGURE IT OUT

UPA ramps up its media campaign

Politics of environment

A thought for environment

Don't destabilize media business

Desh ki sukh kari par ha sal 22000 hanwar karo jeev

Academies engaged by BMJ convey research and management guidance

Media companies increasingly being targeted by terrorists

The Last Lion bags CMS Vatavaran Wildlife

Moments of Queen

Films Festival
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. Talitemje Ao, CIC Nagaland

CMS Partners

Partnership is one of the fundamental pillars of all CMS initiatives. It believes in making a difference that is sustainable through a journey that joins as many hands together. CMS has worked with 58 International and National Partners to execute over 50 projects between 2013-2014.

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

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

Multilateral and Bilateral organisations
- British Council and University of Sterling, UK
- Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH
- Embassy of Netherlands
- Embassy of Japan
- FHI360
- GIZ
- HSBC PLC
- International Union for Conservation of Nature (IUCN)
- PANOS South Asia
- Royal Norwegian Embassy
- United Nations Development Programme (UNDP)
- United Nations International Children’s Education Fund (UNICEF)
- United Nations International Children’s Education Fund, Uttar Pradesh (UNICEF)
- United Nations International Children’s Education Fund, Gujarat (UNICEF)
- United Nations World Food Programme (UNWFP)
- World Health Organisation (WHO)

Government and Autonomous Bodies
- BAF
- Govt of NCT of Delhi
- FPDS
- Ministry of Drinking Water and Sanitation
- 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
- Performance Management Division, Cabinet Secretariat
- Plan India
- Punjab Biodiversity Board (PBB)
- United Way of Mumbai

Foundations, Associations, Non-profit Organisations, Coalitions
- Ashoka Trust for Research in Ecology and Environment (ATREE)
- Birla Edutech
- Centre for Environment Education (CEE)
- Centre for Science and Environment (CSE)
- International Collective in Support of Fishworkers (ICSF)
- Nature Conservation Foundation (NCF)
- PondyCAN!
- Pragya
- SACON
- WWF-India
- ZOO Outreach Organisation

Academia
- Bloom Public School
- Sri Venkateswara International School
- The Shri Ram Group of School
- Wildlife Institute of India (WII)

Corporations
- Bindass Media Networks
- Delhi Metro Rail Corporation (DMRC)
- Disney India
- Essar Investment Ltd
- ITC Hotels
- Life Insurance Corporation of India (LIC)
- Live Media
- Mahanirma Power
- Oil and Natural Gas Corporation Ltd (ONGC)
- Select City Walk
- State Bank of India (SBI)
- Su-kam
- Union Bank of India

Media Organisations
- All India Radio (AIR)
- Delhi Events
- Down to Earth
- Geography and You
- Mediakhabar.com
- Outlook
- Prasar Bharati
- TV9
- ZEE News

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

-Mr. Pratyush Sinha, Central Vigilance Commissioner, Government of India
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

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Financial Summary


CMS adopts all the accounting standards & auditing procedures prescribed by the Institute of Chartered Accountant of India. The in-house internal control system is commensurate with the nature of activities carried out by CMS. The Accounting system maintains separate ledger accounts for each project, in terms of amount received and its utilisation. Ms. P N Vasanti, Director, chairs the internal audit team. An independent external auditor, who submits an audit report in form No. 108 of the Income Tax Act, 1961.

<table>
<thead>
<tr>
<th>Balance sheet details*</th>
<th>FY 2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income</td>
<td>3,73,65,232.00</td>
</tr>
<tr>
<td>revenue expenses</td>
<td>4,74,01,459.00</td>
</tr>
<tr>
<td>capital expenses</td>
<td>3,98,060.00</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>4,77,99,519.00</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

Mr A K Srivastava, Additional Director General of Forests (IC), Ministry of Environment and Forests, Govt
Ms Arthi Giridhar, Doctoral Candidate, Centre for Studies in Science Policy, Jawaharlal Nehru University and Trustee, Dakshin Foundation, Bangalore
Mr Abhishek Seet, Head, Communications Inc
Ms Aditi Buneja, Faculty, Film and Media School of Art Design and Technology, Bangalore
Mr Abhishek Goyal, Film Director, Scriptwriter and Producer
Mr Ajay Rauh, Director, Foundation for Contemplation of Nature
Mr Amr Kumar, A K Productions
Mr Anshu Jain, Policy Analyst, Development Adviser and Community Convener, Founder Secretary Sustainable Development Forum Nagaland (SDFN)
Mr Anup Paikar, Actor and Film Director
Mr Anup Paikar, Actor, Director and Producer
Mr Ananda Banerjee, Conservation Journalist, Artist and Author
Dr Anil Prakash Jhank, Founder Member, Himalayan Environmental Studies and Conservation Organisation (HESCO), Uttarakhand
Dr Anupam Jais, Senior Environmental Specialist, The World Bank, New Delhi
Ms Anwesha Deb, HCD Mass Communication, Whistling Woods International, Mumbai
Ms Archana Chatterjee, Project Manager, IUCN
Mr Anina Roy, Mautzer Khan Shahid Sangathan (MKSS), Rajkot
Mr Anirudh Kumar Chakravorty, Principal Secondary School, Pathways World School, Akhri
Mr Anish John, Filmmaker and Wildlife Conservationist
Mr Anita Bhushan, Corporate Coordinator (Citadelsphyr), The Indian Express
Mr Ashish Chandola, Director, Sarus Scape Programme
Dr Ashutosh Mishra, Director, Earthcare Productions Pvt Ltd
Mr Ashutosh Bhardwaj, Actor and Film Director
Mr Ashutosh Bhardwaj, Actor, Director and Producer
Ms Aarthi Sridhar, Project Associate, CMS
Ms Aarushi Pathak, Consultant, WII
Mr Aiswarya Shankar, Faculty, Centre for Ecological Sciences, Indian Institute of Science, Bangalore
Mr Ajay Rastogi, Independent Producer/Director
Ms Ajaya Kumar, Joint Secretary, Ministry of Environment and Forests, Govt of India
Ms Ajay Kumar, Joint Secretary, Ministry of Environment and Forests, Govt of India
Ms Ajay Kumar, Joint Secretary, Ministry of Environment and Forests, Govt of India
Ms Anuradha Deb, Conservation Biologist and Environmental Journalist
Mr Anurag Jha, Film Director, Independent Journalist
Ms Bhu Jayashekar, Project Associate, WII
Mr Bijikumar, Professor and Head of the Department of Aquatic Biology and Fisheries, University of Kerala
Prof C N R Rao, Professor Emeritus & Ex- Pro Vice Chancellor, School of Environmental Studies, Delhi University
Dr C Ramach, Project Associate, WII
Dr C Thomson Jacob, Professor and Head of the Department of Aquatic Biology and Fisheries, University of Kerala
Mr Chandrakala Wati, Advisor & Scientist, D, Department of Science and Technology, Ministry of Science and Technology, Government of India, New Delhi
Dr Chandrakant Prasad Bhat, Environmentalist, Dotted Drum Svayojana Mandal, Ullal, Uttarakhand
Dr Chandru N Hegi, Associate Professor, Government PG College, Pithoragarh
Babu Mohan Prasad, Independent Journalist
Ms Dhaneshwari Devi, President of women’s Self Help Group Labs (Chameli, Uttarakhand)
Mr Dilip Chethan, Founding Partner, Purwalkad
Ms Divya Srikanthan, Independent Producer/Director
Dr Divakar Sharma, Head, Programme Management, Monitoring, WMF India
Dr Gunawan Balakrishnan, Director, Akshaya Trust for Research in Ecology and the Environment (ATREE)
Ms Gunawan Balakrishnan, Director, Akshaya Trust for Research in Ecology and the Environment (ATREE)
Ms Helina Jolly, Junior Advisor, Incentives for Sustainable Biodiversity Management
Mr Himanshu Mahato, Multi Media Pvt Ltd
Mr Himanshu Mahato, Multi Media Pvt Ltd/Naturewatch
Mr Iain Thomas, Filmmaker
Ms Ila Gupta, Director, International Festival Middle East / Special Events, TeamWorks Arts Pvt Ltd
Mr Indrajit Ahamed, Professor of International Relations, Dhaka University, Bangladesh
Ms Ishita Bhattacharya, Project Associate, WII
Mr J B Blatt, Advisor, Ministry of Environment and Forests, Govt of India
Mr Jayaverk Bhushan, Chief Advisor, Policy, WII
Mr Jayaverk Bhushan, Independent Journalist and Film Maker
Mr Jeyshup Gupta, Director, South Asia Director
Mr J S Doshi, Senior Scope Program
Mr J S Dodiya, Director, Sarus Scape Program
Mr J S Dodiya, Conservation Scientist, & Wildlife Institute of India (WII)
Mr Karthik Shankar, Faculty, Centre for Ecological Sciences, Indian Institute of Science, Bangalore
Mr Kaushik Dutt Gupta, Features Editor, Open To Earth
Mr Kaushik Shrestha, Senior Regional Ecologist, Snow Leopard Trust
Mr Krishna Chandra Yadav, Chief Conservator of Forest, Director, State Forest Research and Training Institute, Trapper
Mr Krishna Mohan Bose, Director, Earthcare Productions Pvt Ltd
Mr Krupakar and Senani Hegde, Krupakar Soman-Features
Ms Laxmi Shankar, Conservation Education, Wildlife Research, Capacity building, Sustainable Livelihoods and Interpretation Professional and Director, Green Future Foundation (GFF)
Ms Laxmi Shankar, Conservation Education, Wildlife Research, Capacity building, Sustainable Livelihoods and Interpretation Professional and Director, Green Future Foundation (GFF)
Mr Lok Man S Priti, Former Director, G & P Plant Institute of Himalayan Environment and Development, Arunach
Mr M D Mathad, Senior Scientist and Trustee, Nature Conservation Foundation, Myanmar
Ms Malti Sahai, Former Director (Author and Film Expert), Directorate of Film Festival (OlFF), New Delhi
Mr Manish Datar, Consultant, WII
Ms Manisha Sharma, Filmmaker
Mr Manish Chadha, Research Scholar
Mr Mangi Misra, Executive Director, PEACE Institute Charitable Trust
Ms Manju Bhakar, Environmental Planner, Head, Natural Heritage Division, NATACH
Ms Meena Gupta, Former Secretary, Ministry of Environment and Forests, Govt of India
Mr Meenakshi Negi, Director, ATREE
Mr Meenakshi Negi, Director, ATREE
Mr M M Verma, National Coordinator, IUCN
Mr N Vasudev, OFT, Margareta Cell
Dr Neeraj Rao, President and Director, Mudra Institute of Communications, Ahmedabad

Data on health indicators of Tribal women population like their age at marriage needs to be discussed and looked into, as these are very much linked with the maternal mortality, infant mortality, gender equality and women empowerment. A special Tribal Health Plan may address the concerns of tribal population.
At the outset Congratulations to all those involved in the CMS Vatavaran Film Festival for having put together a very impressive batch of films. The International segment, by and large, was of very high quality. And some of them were outstanding. They enjoyed by the audience and when they are screened during the festival.

Mr. Ramonk Sharma (Jury Chairperson), Film Maker
Mr. Dharampal Jamwal, Ms. Bharti Kapoor, Mr. Gaurav Bhatia, Mr. Amrendra Kumar Pathak, Mr. R V V Krishna Rao, Mr. Anil Kumar Pandey, Mr. Jai Kishan Sharma, Mr. Srinivasan Iyer (Chairperson), Dr. Swapnil Kumar Sharma, Mr. Suresh Elamon, Dr. V B Mathur, Ms. Suhasini Ayer Guigan, Ms. Vasundhara, Mr. Anand Anjani Jha, Mr. Aishwarya, Ms. Parul Kamboj, Mr. Abison P Anchalackal, Ms. Aishwarya, Ms. Priya Verma Talwar, Mr. Debananda Mohanta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Priya Verma Talwar, Mr. Debananda Mohanta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gour, Ms. Deepmala Dutta, Mr. Sanjay Singh Negi, Ms. Prachi Patel, Ms. Tulsi Gours.
CMS Works Through Eight Dynamic Teams:

- **CMS Social**
  Mapping Progress in Development Sector

- **CMS Academy**
  Nurturing Talent & Concerns

- **CMS Environment**
  Promoting Responsibility

- **CMS Survey**
  Field Based Scientific Studies

- **CMS Communication**
  Enhancing Behaviour & Social Change

- **CMS Media Lab**
  Monitoring Trends & Empowering Media

- **CMS Transparency**
  Towards Responsive Governance

- **CMS Advocacy**
  Innovative Engagements & Strategies

For Details on Projects, Programmes and Initiatives:
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Director General
E: pnvasanti@cmsindia.org