



PRESS RELEASE

Telugu channel HMTV bags CMS-enba Award for Social Change Initiatives

August 31, 2012: The CMS-enba National Award for Social Change Initiatives 2012 was conferred on to HMTV at a glittering ceremony in Noida, near Delhi. The exchange4media News Broadcasting Awards (enba) 2012 were the Vth edition of these awards. CMS has joined hand with exchange4media to initiate this unique award from this year.

HMTV bagged the CMS-enba Award for its engaging and innovative programmes on gender issues in Andhra Pradesh. The award was presented to HMTV's CEO Mr. K. Ramachandra Murthy by Mr. Uday Verma, Secretary, I&B, Govt. of India, Ms. P.N.Vasanti, Director, Centre for Media Studies (CMS) and Mr Anurag Batra, CEO, exchange for media.

While speaking on the occasion, Ms. P.N. Vasanti, Director, CMS, said that "the CMS-enba Award for Social Change Initiatives has been instituted for the purpose of promoting, encouraging and motivating excellence in reporting and covering social issues by TV news channels and it takes forward CMS's sustained initiatives towards incentivising good practices and amplifying the positive power of the television news industry". She said that "when 24 hour news channels proliferated there was a hope that it would play much more proactive role in the contemporary social challenges of our nation. The award this year has been given to HMTV after indepth analysis of their consistent endeavours on gender and girl child issues in Andhra. They have stood out for their innovative and engaging formats in the Telugu TV news industry which has witnessed unprecedented growth and competition."

The inaugural CMS-enba Award focused on Gender Sensitivity and Girl Child. HMTV's noteworthy programmes on girl child included, "Nettuti Vadha"- a documentary on female foeticide and "Uttunga Tarangam"- a news story on a young girl fighting her parents against early marriage. The channel has traversed beyond its call of the duty to pursue the cause on-ground. Ms. Vasanti further informed the audience that HMTV has built toilets in girls' schools in rural areas of Andhra Pradesh to reduce the dropout rate of girls due to lack of safe sanitation facilities. CMS's studies have shown that there exists a positive relation between safe sanitation facilities in girls' schools in rural areas and the prospects of the girls continuing their studies.

Speaking about the selection process of this year awardees, Ms. Vasanti informed that CMS employed an elaborate process for identifying, analysing and evaluating programmes aired by various channels includes monitoring 24 Channels (English, Hindi and Telugu). The selection parameters for CMS-enba Awards included; priority; content; type of coverage; presentation of girl child; educational value; time duration; and grading for scripting, packaging and presentation. The theme, language, nativity of visuals, script and sustainability of the presentation were also considered.

CMS – enba Awards will be given every year to news channels that are consistently and proactively participating in development challenges and social movements in our country. Every year, the



Awardee will be selected based on extensive research and monitoring of various news channels across the county by the CMS Media Lab.

About CMS (www.cmsindia.org)

Established in 1991, CMS is an independent, not-for-profit organisation dedicated to multi-disciplinary research-driven initiatives that enable policy makers to take informed decisions on development and social change. CMS has been engaged in Research, Advocacy and Capacity building in Social Development, Environment, Communication, Transparency and Governance issues at local and national policy levels. It has a state-of-the-art CMS Media Lab at its head office in Delhi and regional office in Hyderabad.

For further information, please contact

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