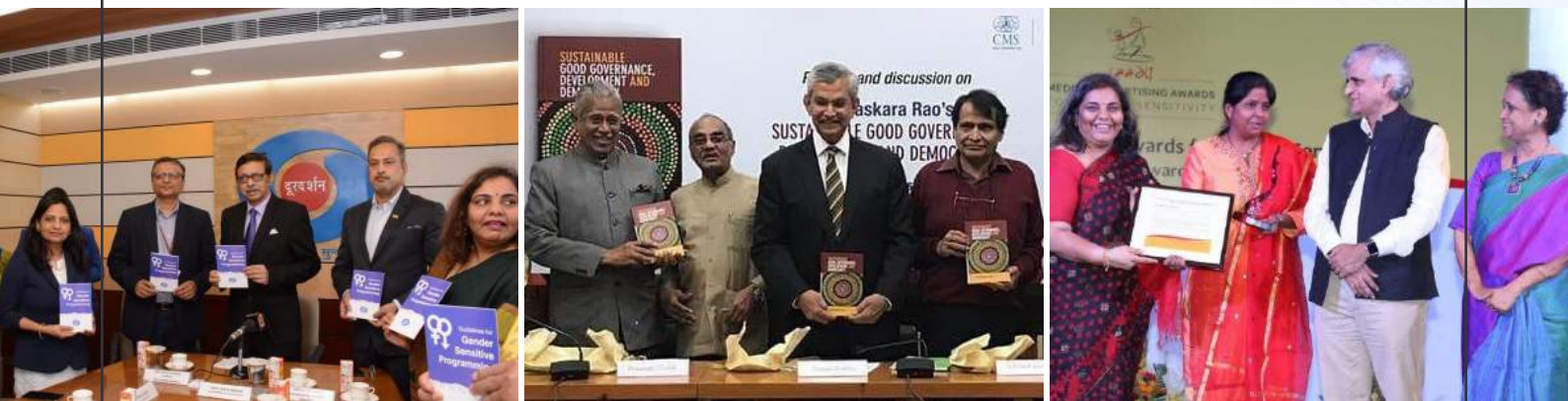


CMS Annual Highlights 2018-19



Introductory Note

Established in 1991, CMS is an **independent, not-for-profit organization** dedicated to multi-disciplinary research-driven initiatives that enable policy makers to take informed decisions on development and social change to improve quality of life.



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

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

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

Initiatives and Activities co-hosted by CMS:

- Vrikshdaan is a campaign collectively initiated by CMS, ONGC Limited and All Time Productions Pvt Ltd to advocate for 'Green Cremation options' i.e. cremation by natural gas, electricity and solar energy. On April 05, 2018 a Vrikshdaan project was launched at ONGC, Vasant Kunj, New Delhi.
- The state level media workshop on climate change, organized jointly by CMS and IHCAP at Itanagar, Arunachal Pradesh, from April 10-12, 2018 focused on sensitizing media representatives on issues relating to climate change and adaptation, its link between global climate change scenario. After participating in technical sessions journalists visited Potin Village, Lower Subansiri where the community is indulged in plantation of local spice trees. The workshop brought together around 30 representatives from different media organisations.
- In the series of training workshops for media persons, CMS Advocacy organised a workshop in Darjeeling during May 10 – 12, 2018 for the hill districts of West Bengal. The workshop was inaugurated by Shri Amar Singh Rai MLA, Darjeeling, West Bengal. During the three-day workshop participants got to know the science behind climate change and how it affects the people of Darjeeling and other hilly districts of the state. Journalists visited the Spring shed Management Project in Sitong, Kurseong village to understand how the community is ensuring the water security by rejuvenating natural springs.
- CMS released the “CMS-India Corruption Study (CMS-ICS) 2018: How well are states placed?”. The report was released by Shri Prakash Singh (Former DGP UP & Assam), Dr N Bhaskara Rao (eminent Social Scientist & Chairman CMS) and Dr Venkat Narayan (President, FCC South Asia) on May 18, 2018 at The Foreign Correspondents Club of South Asia (FCC), New Delhi
- The state media workshop on climate change was organized in partnership with GIZ on May 22-24, 2018 at Mahbubnagar (Telangana). Major issues discussed on the first day of workshop were agriculture and changing trends in climate of Telangana. The participants visited the Climate Resilient Agricultural Households in the district at The Regional Agricultural Research Centre (RARC) at Palem, Mahbubnagar, on the second day. The workshop brought together around 50 participants including media persons.
- CMS ENVIS celebrated the World Environment Day (WED) on June 5, 2018 and was part of India's largest environmental exhibition. During the WED programme, CMSENVIS with the help of TERI Envis and TCE Envis conducted several competitions like EnviroQuiz, poster making competition and slogan writing competitions. Honourable Union Minister for Environment, Dr. Harsh Vardhan distributed the award amongst the winning school children at Vignyan Bhawan.
- The state media workshop on climate change was held in Dharamshala from June 29 to July 1, 2018 in collaboration with GIZ and brought together journalists from different districts of Himachal Pradesh. After the technical sessions on the first day, participants were taken to Gagaj village, Kangra District to witness the crop diversification and different irrigation techniques adapted by the local communities to boost the agricultural development and enhance the farm income in the rural areas.
- CMS organised an Informal interaction with Dr Arvind Singhal on July 09, 2018 at CMS Office.
- CMS organised a Laadli Media Award Jury meeting on July 30 -31, at UNICEF country office and on August 1, 2018 at IIC, New Delhi
- CMS collaborated with Population First to organise 9th edition of the Laadli Media Awards event on September 14, 2018 at USI Auditorium, Residency Resorts Pvt. Ltd., New Delhi.
- CMS collaborated with UNICEF India and ACEE to organise a first consultation on “Visioning and Building an Entertainment-Education Alliance” for Alliance Members on October 5, 2018 at Mumbai



- CMS organised a 'RTI Meet' with those who are actively concerned with Right to Information, on October 12, 2018 to discuss the lessons learnt and future course of action. Shri Wajahat Habibullah, the first Chief of CIC presided over the session. The Meet was attended by RTI activists and researchers, many of them who have been associated with RTI since 2005.
- CMS organized a state level media workshop on climate change with support from GIZ at Coimbatore, from October 29-31, 2018. The Workshop focused on sensitizing media representatives on issues relating to climate change and adaptation. After the first day of thematic session, participants visited to witness Climate Proofing of Watershed Development in Appeampatti and Poozaripatti watersheds at Dharapuram District, Coimbatore. It was followed by an informal discussion on bridging the gap between the media, scientists and civil society on the third day of the workshop.
- CMS collaborated with UNICEF India to organise a follow-up EE Alliance meeting at UNICEF office on November 27, 2018.
- CMS organised a book release of SAGE publication "Sustainable Good Governance, Development and Democracy", authored by Dr N Bhaskara Rao on November 28, 2018 at New Delhi.
- CMS organised a book release of Vitasta publication "TRP Trick: How Indian Television was Hijacked!", written by a doyen of Indian media research, Dr N Bhaskara Rao on Tuesday December 4, 2018 at Constitution Club, New Delhi.
- CMS organised a two day 'International Colloquium on Ethics and Governance of Autonomous AI Systems' began today at IIC on February 18 & 19, 2019. The colloquium was inaugurated by Shri Suresh Prabhu, Honourable Minister for Industry & Commerce and Civil Aviation. The keynote Address was delivered by Padma Shree Prof. K Vijay Raghavan, Principal Scientific Adviser to Gol and Dr R. S. Sharma, Chairman, TRAI also addressed the audience. Top Internationally renowned experts from academic, R &D, industries, civil society and Institutions like C-DOT, ECIL, TCIL, Facebook, SAP, MathWorks Inc. participated in the deliberation
- CMS organized a two-day Workshop on Developing Program Guidelines on Gender at Doordarshan, Mandi House on February 28 to March 01, 2019 in collaboration with UNICEF India and Doordarshan. This workshop also examined the ways in which gender related issues can be effectively worked into both new and time-honoured genres of television programs.
- The state level media workshop on climate change was organized jointly by CMS and IHCAP at Guwahati, Assam. The workshop was inaugurated by Shri Arvind Madhav Singh, Head of Forest Force and Principal Chief Conservator of Forest, Govt of Assam. During the three-day workshop, held from March 7-9, 2019 participants got to know the science behind climate change and how its affecting the people of Assam and other hill districts of the state. As e part of the workshop, participants went on a field visit to Sonapur, Assam to witness the on-ground implementation of climate change adaptation techniques. The participants visited one of the climate resilient organic farms of Spread NE NGO (Society for Promotion of Rural Economy & Agricultural Development, Northeast).
- On Women Day (March 08, 2019); Doordarshan released the "Guidelines for Gender Sensitive Programming" at Doordarshan Kendra, Mandi House, developed in partnership with UNICEF India Centre for Media Studies - CMS
- CMS organised a one day Orientation Workshop on Guidelines for Gender Sensitive Programming on March 23, 2019 at Hyderabad Doordarshan Kendra and on March 26, 2019 at Chennai Doordarshan Kendra in collaboration with UNICEF India and Doordarshan.



Projects & Studies

CMS has worked with various **International and National partners** to execute over **24 projects** in the year 2018-19

1. 10th CMS VATAVARAN International Environment and Wildlife Film Festival & Forum, Embassy of Switzerland, 2019
2. Market Intervention for Nutritional Improvement, SOAS University of London, 2019
3. EE Study Gender Sensitization of Doordarshan and Developing an EE Alliance, Unicef, 2019
4. International Colloquium on Ethics & Governance, 2019
5. Recurring Grant for ENVIS Resource Partner (RP) on “Communication and Electronic Media”, MOEFCC, 2018-2019 (discontinued since June 2019)
6. Periodic Lean Surveys to Monitor and Evaluate the Performance of Samvad Program, Digital Green Foundation, 2018-19
7. Seeing is Believing: Is Video Modality More Powerful in Spreading Fake News, The Pennsylvania State University, 2018-19
8. Capacity Building Orientation Programmes for Media on Climate Change & Sustainable Development, GIZ, 2018
9. State Level Media Workshops and Media Fellowships in Indian Himalayan Region, Embassy of Switzerland, 2018
10. Communication Needs Assessment to inform design of BCC package for High Risk Groups (HRGs) and Bridge Populations, FHI-360, 2018
11. Study the source of information on climate change and impacts of climate change such as more frequent and severe floods, storms and droughts, sea level rise, heatwaves etc. in the coastal areas of Bangladesh, West Bengal, Odisha, Andhra Pradesh and Tamil Nadu, Internews Network, 2018
12. Conducting study on home based tracking of IUCD clients, Engender Health, 2018
13. Monitoring the Audience Engagement in Main Kuch Bhi Kar Sakti Hoon—Season 3, an Entertainment-Education Initiative in India, Population Foundation of India (PFI), 2018
14. Community mobilization for Improved Access to SRH Services and Information among Young Women and Men in two selected Tribal Blocks of Jharkhand, India: A Baseline Evaluation Study, IPAS Development Foundation, 2018
15. Global Sanitation Fund India Outcome Survey, UNOPS/WSSCC, 2018
16. Regular Monitoring of Centrally Sponsored Programmes & Schemes, MORD in Uttarakhand-Phase-1, MoRD, 2018
17. Baseline study for Hatching Hope Global Initiative Project in Mayurbhanj district of Odisha, Heifer International India 2018
18. Baseline Evaluation of Fortification of Mid-Day Meal Programme in Varanasi, World Food Programme (WFP) 2018
19. Client Exit Survey in Rajasthan, UP & Bihar, Marie Stopes International-India, 2018
20. Assessment of availability of Medical Abortion Drugs in the Market, FRHS India 2018
21. End-line survey to assess impact of the Tejaswini Madhya Pradesh Rural Women’s Empowerment Project (Tejaswini-MP), State Planning Commission, MP, 2018
22. Qualitative study on the relevance of the content and implementation strategies of SMC Radio interventions in Uttar Pradesh, Unicef, 2017-2018
23. Project Vrikshdaan, ONGC, Delhi, 2017-18
24. Study to Understand and Analyze the Image of Japan in India, Ipsos Japan K.K, 2017-18

CMS Knowledge Initiatives:

Publications

- **TRP Trick: How Television in India was Hijacked**
- **CMS-India Corruption Study (CMS-ICS) 2018**
- **Sustainable Good Governance, Development and Democracy**
- **Guidelines for Gender Sensitive Programming**
- **Citizen Activism in India**



Articles and Research Papers

Dr N Bhaskara Rao

Are simultaneous polls good for governance?" published in The Tribune, April 20, 2018 (<http://www.tribuneindia.com/news/comment/are-simultaneous-polls-good-for-governance/576674.html>)

Dr P N Vasanti

'Balance of innovation, accountability needed' published in VIDURA, July-September 2018, Volume 10 Issue 3. (<https://www.pressinstitute.in/file-folder/vidura/Vidura%20July-September%202018%20SN.pdf>)

Mr. Alok Srivastava

Engaging Citizens for Evaluation of Public Services: Critical for an Effective Service Delivery System in India (<http://www.cmsindia.org/sites/default/files/2019-05/Engaging%20Citizens%20for%20Evaluation%20of%20Public%20Services.pdf>)

Poverty and Inequality in Urban India: A Case of Poor Governance (<http://www.cmsindia.org/sites/default/files/2019-05/Poverty%20and%20Inequality%20in%20Urban%20India-%20A%20Case%20of%20Poor%20Governance.pdf>)

'Standardizing evaluation process: Necessary for achieving SDGs – A case study of India', Evaluation and Program Planning, Elsevier, Vol 69, August 2018 (<http://www.cmsindia.org/sites/default/files/2019-05/Elsevier.pdf>)

'Ethics of evaluation demands rights based approach' in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 2, June 2018. (http://www.cmsindia.org/sites/transparency/Transparency_Review_June2018.pdf)

Ms. Paramita Dasgupta

"Need for follow-up News Stories on Crime Against Women" in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 3, December 2018.

(http://www.cmsindia.org/sites/transparency/Transparency_Review_Dec2018.pdf)

Ms. Apoorva Nagarajan

"Living with HIV and Living with Dignity" in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 3, December 2018.

(http://www.cmsindia.org/sites/transparency/Transparency_Review_Dec2018.pdf)

Ms. Annu Anand

"Quality of care must for better health outcomes in India, Down to Earth, January 2019

(<https://www.downtoearth.org.in/blog/health/quality-of-care-must-for-better-health-outcomes-in-india-63009>)

Why leprosy has resurfaced in India, Down to Earth, February 2019

(<https://www.downtoearth.org.in/blog/health/why-leprosy-has-resurfaced-in-india-63403>)

Media Presence

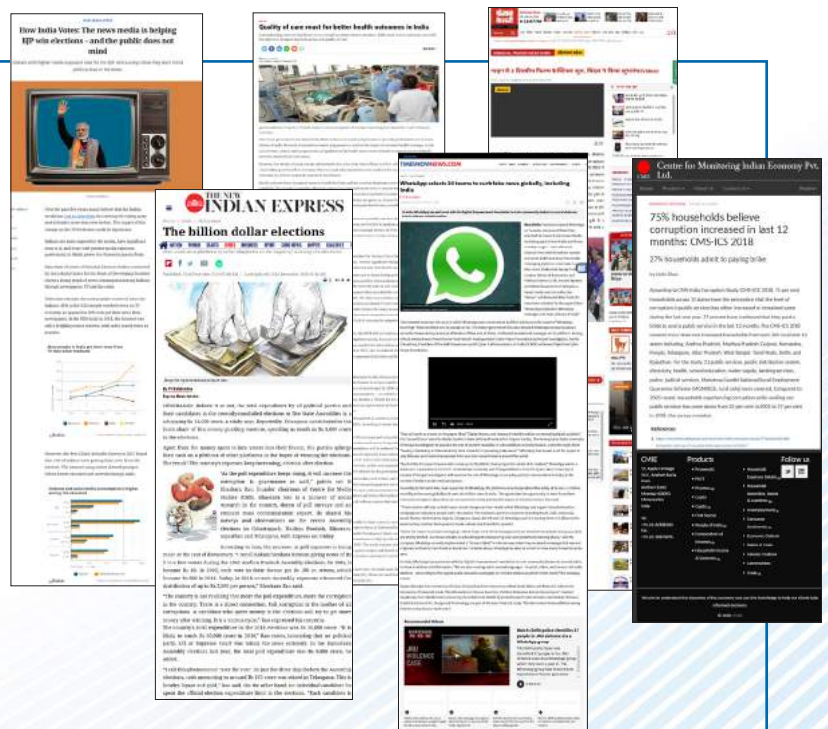
Motivated to Make a Difference

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

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

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

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



Financial Summary



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

CMS adopts all the accounting standards & auditing procedures prescribed by the Institute of Chartered Accountant of India. The in-house internal control system 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. Dr. P N Vasanti, Director General, chairs the internal audit team. An independent external auditor is appointed each year. The financial transactions are audited by this external auditor, who submits an audit report in form No. 10B of the Income Tax Act, 1961.

Balance sheet details*	FY 2018-19
Total Income	4,73,43,757.64
Revenue Expenses	4,60,06,927.87
Depreciation**	30,75,670.19

(*from Audited Statement of Accounts)

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

CMS Professionals



A family of 50+ professionals and growing.

For details on projects, programmes and initiatives please contact
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