



CMS

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ANNUAL REPORT 2024-25



Informing policy, programs and practices for Equitable Development

Centre for Media Studies (CMS) is a non-profit, multi-disciplinary think tank informing policy, programs and actions for Equitable Development.

CMS efforts over the last three decades has been to advance evidence based policy and programs. Research and Assessments conducted by CMS are recognised for its rigorous methodologies and for credibility of its findings. CMS is also known for innovative evaluation designs and promoting ethical issues in behaviour studies.

CMS continuing endeavour is to strengthen civic participation and engagement in our republic and to also promote accountability in the democratic systems. It does this through research based innovative engagements, strategic outreach and capacity strengthening programs with policy makers, academia, media and civic society.

In this process, CMS has developed popular pathways, including providing spaces for open debates, forums for dialogue and festivals for creative expressions. CMS has prominent programs with working and aspiring media professionals and content creators. Through popular modes of films, festivals, competitions and campaigns (online and in-person), it engages various audiences on diverse focus areas. CMS has also been articulating its research findings and concerns by engaging in national debates and discussions, research papers, reports, monographs, books, newsletters and in news media.

Since 1991, it has completed over 800 assignments in collaboration with 230 public and private partners across the globe.





THEMATIC AREAS OF CMS WORK



CMS USP

More than three decades of quality research and initiatives have built core competencies, expertise and have provided opportunity to work with wide range of partners.





DIRECTOR GENERAL'S NOTE

The year 2024–25 has been a year of reflection and renewal for CMS. Our work across diverse thematic areas, ranging from sustainable development and environmental stewardship to social and behavior change and responsible media—continues to reinforce our commitment to evidence-based policy and equitable growth.

In this reporting period, CMS has deepened its partnerships with national and international organizations, academia, and civil society. Together, we have advanced the discourse on issues that are critical to India's development narrative—bridging knowledge and action through rigorous research, innovative methodologies, and ethical inquiry.

Our initiatives under CMS VATAVARAN have particularly exemplified the power of communication and creative expression in advancing environmental consciousness. From media consultations and film festivals to capacity-building programs for students and professionals, our efforts have inspired new voices to contribute to climate action and sustainable living.

The diversity of our work this year underscores not only our adaptability but also our steadfast pursuit of social and ecological responsibility. I take this opportunity to acknowledge and thank the CMS Team Members for their commitment and integrity. Also, like to thank our Chairman Dr N Bhaskara Rao and all the Board Members for their support and trust.

In an era marked by complex challenges, CMS remains committed to informing and influencing policies and practices that place people and the planet at the center of development. Our journey ahead will continue to be guided by collaboration, compassion, and the collective pursuit of a sustainable and equitable future.

With gratitude and optimism,



Dr. Vasanti Rao
Director General,
Centre for Media Studies (CMS)



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PROJECTS AND STUDIES IN 2024-25

1. Wetland-Related Capacity Building for Media and Conducting Film Festivals on Wetlands, GIZ Office, New Delhi
2. “Socio-economic impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in urban locations of Assam and Rajasthan”, Azim Premji Foundation
3. Mobile Journalism & Environmental Film-Making (Mojo) Workshop at Amritsar, Punjab, Punjab State Council for Science & Technology
4. GIM Survey for Bihar Sustainable Livelihood Development Project (BSLD), Passing Gifts Private Limited
5. Research Support to Mardon Wali Baat Micro Influencers Campaign, CEQUIN- Centre for Equity and Inclusion
6. Study on Gender Representation in Popular OTT Content in India, Population First
7. Regular Monitoring Visit (Phase-I) District: Solan & Bilaspur (Himachal Pradesh), Ministry of Rural Development, Govt of India
8. “Needs Assessment Study on Learn Play Grow-Improved fundamental learning and WASH practices for children in Anganwadi centres in Telangana and Rajasthan” (USAID Project), Sesame Workshop India Trust
9. “Environmental Mobile Film Making workshop in Ludhiana, Punjab“, Punjab State Council for Science & Technology
10. Study on Gender Norms in Madhya Pradesh (MP) and Rajasthan (Raj), Behavioural Insights Team (BIT)
11. “Future Media Workshop on Environmental Reporting in Jalandhar, Punjab, Punjab State Council for Science & Technology
12. Quality Assessment of Primary Health Services Provided by Mobile Medical Unit (MMU), The Hans Foundation



SIGNIFICANT WORK DETAILS

1. Study on Gender Representation in Popular OTT Content in India, 2024, Population First, UNFPA

This study examines the portrayal of gender roles and identities in Indian OTT (Over-the-Top) content through a content analysis of selected 20 web series and films released in 2023 across four major platforms: Netflix, Amazon Prime, Disney Hotstar, and MX Player. The analysis focuses on the representation of diverse gender expressions, roles, and relationships, including LGBTQIA+ characters, and assesses the content using parameters such as character centrality, costume, language, occupational diversity, agency, and intersectionality. The study finds a gradual shift towards more progressive and nuanced depictions of women and LGBTQIA+ individuals, although certain stereotypes persist. It highlights the growing diversity in gender portrayal and the influence of OTT's relatively fewer content restrictions. However, limitations include sample constraints and the inaccessibility of some content. The study concludes that while strides have been made, further inclusion of marginalized groups, deeper intersectional analysis, and more varied character representations are needed for broader societal impact.

2. Research Support to CEQUIN's Mardon Wali Baat Micro Influencers Campaign

CMS played a pivotal role in supporting CEQUIN's Mardon Wali Baat Micro Influencers Campaign by designing and implementing a robust research and monitoring framework. Launched in August 2024, the campaign engaged 48 young male content creators (aged 18–30) to produce gender-sensitive digital content promoting gender equity. CMS provided end-to-end research support—developing tools, software for data collection, and conducting monitoring.

CMS's research design included baseline and end line assessments and ongoing monitoring of reach and engagement. The baseline study involved surveys and content analysis conducted before the workshop, while the end line captured creators' reflections, experiences, and campaign impact through surveys and interviews. As the sample reduced to 22 consistent creators by April 2025, the final assessment focused on their qualitative insights.

CMS's contributions ensured evidence-based evaluation and learning, supporting future scalability and deeper advocacy on engaging men in gender equity.

3. Needs Assessment Study on Learn Play Grow - Improved foundational learning and WASH practices for children in Anganwadi centres in Telangana and Rajasthan

CMS conducted a needs assessment for the Learn Play Grow program, a USAID and Sesame Workshop India Trust (SWIT) initiative targeting foundational learning and WASH (Water, Sanitation, and Hygiene) in Anganwadi Centres (AWCs) across Baran (Rajasthan) and Jayashankar Bhupalapally (Telangana). CMS's primary role was to assess training needs, infrastructure readiness, teaching practices, and digital/media usage to inform content and training module development. In depth interviews were conducted CDPOs, supervisors, PHED Engineers, Pradhan and 70 AWWs. In session and infrastructure observation was conducted too.

Findings revealed that most ICDS officials and AWWs understood ECCE as play-based learning. However, training quality and frequency varied—more AWWs in Rajasthan reported training than in Telangana, though recall of content was inconsistent. CDPOs emphasized the need for regular, language-appropriate, and hands-on training. Teaching-Learning Materials (TLMs) were widely available but inconsistently used. Digital content was underutilized due to low digital literacy and poor infrastructure, particularly in Rajasthan.

Parental engagement and inclusive enrolment remain challenges, especially due to socio-economic barriers and caste-based exclusions. Infrastructure gaps were severe: few AWCs had functional toilets, safe play areas, or ramps. WASH practices were promoted but hindered by limited piped water and sanitation facilities. CMS recommended targeted refresher trainings, improved infrastructure, localized content, interdepartmental convergence, and community outreach to enhance ECCE and WASH delivery under the Learn Play Grow initiative.



4. Conducting Field Survey for BIT on Gender Norms In Madhya Pradesh & Rajasthan; UNFPA

CMS was engaged by the Behavioural Insights Team (BIT) on behalf of UNFPA to implement a gender norms survey across two Indian states—Madhya Pradesh (Chhatarpur, Rajgarh) and Rajasthan (Udaipur, Sawai Madhopur). CMS conducted field surveys in 30 Gram Panchayats (15 per state), covering 1,380 respondents, including women (20–49 years), men (16–49 years), adolescent girls (10–19 years), and elected representatives.

CMS was responsible for end-to-end field execution, including the refinement of tools contextualised for the Indian socio-cultural landscape. Tools provided by BIT were translated into Hindi, pretested with local respondents, and adapted for clarity and cultural relevance. CMS also programmed the surveys into CAPI (tablet-based data collection) and trained gender-matched enumerators and supervisors drawn from CMS's state networks.

Four survey teams conducted one-on-one interviews and completed the fieldwork. Daily data validation, quality assurance, and regular reporting ensured data reliability. CMS obtained Institutional Review Board (IRB) approval through its own accredited IRB and submitted the inception report, training documentation, and field updates to BIT. This comprehensive operational support enabled robust data collection and high-quality insights into gender norms in rural India.

5. Quality Assessment of Primary Health Services provided by the Mobile Medical Unit (MMU), The Hans Foundation

The Hans Foundation (THF) with the project goal to provide people in remote areas access to quality health services, and thereby improve their overall well-being is providing Mobile Medical Units (MMUs), in several states across India. MMUs are essentially health facilities on wheels serving difficult-to-reach areas and people with low finances and mobility issues. These MMUs provide a range of services, from routine check-ups to managing chronic conditions.

In mid-2025, CMS team carried out the quality assessment to ascertain the overall quality of MMU services provided as well as assessed the satisfaction level of the beneficiaries of the THF-MMU project, across eight states namely, Assam, Himachal Pradesh, Jharkhand, Madhya Pradesh, Punjab, Rajasthan, Uttarakhand, and Uttar Pradesh. This assessment covered a sample of 30 districts, 163 MMUs, and 1657 beneficiaries/users of MMU services.

The findings of the assessment showed high satisfaction level with the approach, professional conduct, and services provided to the beneficiaries. By collaborating with the local health workers and integrating into existing healthcare systems, these MMU units have improved health outcomes and reduced the financial burden on families, all while fostering a culture of health-seeking behavior.



6. Global Impact Monitoring (GIM) Survey for Bihar Sustainable Livelihood Development Project (BSLD), PGPL/Heifer International

BSLD project aims to empower 70,000 small and marginal holder farmers and their families to increase incomes by farmer owned agri-businesses across six project districts of Bihar. The project strives to complement production increase and inclusive group formation by fostering inclusive market systems with goat, backyard poultry, and horticulture value chains. Using the Value-Based Community Development Model, Passing Gifts Private Limited (PGPL) and Heifer Project International aim to enhance social capital, foster economic growth, and build overall resilience, connecting farmers to markets through community mobilization, technical assistance, and access to markets.

CMS conducted the present round (4th) of GIM survey using the mixed-methods approach to collect data and information on different aspects of the BSLD project's objectives. Both primary and secondary data and information were collected to assess the progress against key indicators of the BSLD project. The primary data for the study was collected using both qualitative and quantitative methods of data collection, among a range of stakeholders, including beneficiaries at household level, representatives of Farmers Producer Organisation (FPO), the programme team, Community Agro vet Entrepreneurs (CAVE), and representatives of the implementing partners of the project in the state.

The GIM survey findings highlighted that the monthly savings and inter loaning of the SHGs, which are the core principles of the SHGs, are followed, and members are getting loans when in need, and are also repaying the loan punctually. This in turn has saved them from getting loans on high interest from local moneylenders. Noticeable was the improved financial literacy among the women beneficiaries. The project has also inculcated a sense of collectiveness and groupness among them. Due to the capacity building exercise undertaken as a part of the project, the practices related to animal husbandry and advanced agriculture has improved. The project has also strengthened the Social capital as well as leadership among the women. Enhanced decision making among women beneficiaries was also noticeable.



7. Socio-economic impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in urban locations of Assam and Rajasthan, Azim Premji University

Rising healthcare costs are still a big worry in the world, particularly emerging and impoverished nations like India where the majority of people cannot afford them. The vision of the scheme, PMBJP, is 'to bring down the healthcare budget of every citizen of India through providing quality generic medicines at affordable price.' Azim Premji University is interested in research in the field of study associated with this Research Project and has agreed to provide financial assistance towards the Research Project. The study critically assessed two important aspects; one, to understand the extent and ease of accessibility of medicines needed by the households; and two, to analyse the socio-economic impact of the savings due to reduction in healthcare budget of the households, who are regularly purchasing medicines from PMBJK. The findings of the study was shared with the senior officials of the Union Government Ministries of Chemical and Fertilizers, and the Health and Family Welfare, as well as with the NITI Aayog.

Govt drug stores cut in medical bills: report

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September 14

The government's generic drug stores in Assam and Rajasthan have helped households save 40% on medicines, according to a study of nearly 500 people from the two states.

The small study showed that two-thirds of Jan Aushadhi consumers belonged to well-off households and in the case of more than half of Jan Aushadhi consumers, at least one family member is a graduate.

Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP), or Jan Aushadhi scheme, is led by the department of pharmaceuticals. The drugs sold at Jan Aushadhi Kendras are generic medicines that are 50-80% cheaper than branded ones, as per the central government. The research was conducted by the Centre for Media Studies, a non-government research think tank funded by Azim Premji University. It covered a sample of 496 households from Assam (districts Kamrup Metropolitan and Hailakandi) and Rajasthan (Churu and Jhunjhunu) comprising 331 PMBJP-beneficiary households and 165 non PMBJP households.

"63% of PMBJP households belonged to high SLI, and in more than half of them at least a member is a graduate or more, suggesting a correlation between education, SLI and PMBJP beneficiaries," the study said. "Major diseases for which medicines were purchased from PMBJP are diabetes, blood pressure and ulcer/gastric ailments. Around 47.6% households purchased blood pressure medicines, followed by 40.5% households bought diabetes, 26.8% people purchased medicines related to ulcer/gastric and 15.5% bought cardiovascular drugs."

For an extended version of this story, go to liveinindia.com.

A news article on the study findings



8. Regular Monitoring Report of Rural Development Programmes, 2024-25 Phase-I for the districts of Bilaspur and Solan, Himachal Pradesh

The Ministry of Rural Development is implementing a number of programmes in rural areas for poverty alleviation and sustainable development through a number of programmes, such as, MGNREGS, DAY-NRLM, PMAY-G, NSAP, SAGY, DDU-GKY, RSETIs, PMGSY. For maintaining the land records, programmes like Digital India Land Records Modernization Programme (DILRMP) and Survey of Villages Abadi and Mapping with Improved Technology in Village Area (SVAMITA), are also implemented. For watershed development, Pradhan Mantri Krishi Sinchayee Yojana-is being implemented.

For the regular monitoring of these programme and schemes, senior members from CMS, which is the institutional National Level Monitor (NLM) of the Ministry of Rural Development, Government of India, visited the districts. During the visit, the NLM team members met the concerned District Officials of the agencies/departments implementing the programmes and schemes as well as at the block and gram panchayat levels. CMS team also visited a sample of villages and interacted with the villagers, particularly, the beneficiaries of the programmes being implemented in the villages.

The programmes in the districts, based on the regular monitoring visits by CMS, were observed to be largely on the line and guidelines of the programme and scheme. No concerns of serious nature or needing immediate follow-up action, was found.



CMS VATAVARAN INITIATIVES

1. University MOU



- i. CMS VATAVARAN entered into a Memorandum of Understanding with the **Sharda School of Media, Film, and Entertainment, Greater Noida**. Signed by senior representatives of both institutions, this partnership lays the foundation for joint efforts in environmental communication, awareness generation, and climate action. The collaboration aims to equip students with tools for sustainable storytelling, foster joint campaigns on conservation issues, and strengthen youth participation in environmental movements.



- ii. During the closing ceremony of the Amritsar MOJO workshop, CMS VATAVARAN signed a formal **Memorandum of Understanding with the Department of Journalism and Mass Communication, Khalsa College**. The MoU, witnessed by faculty and local officials, committed both institutions to collaborate on programs that build capacity in environmental communication. The partnership will focus on student engagement, knowledge-sharing, and joint initiatives that use media as a tool to promote environmental sustainability and climate resilience.

2A. Wetlands for LiFE – Future Journalist Workshops

The “Wetlands for LiFE Future Journalist Workshop” provided hands-on training to over 300 postgraduate journalism students, enhancing their skills in environmental reporting on wetlands. Tailored specifically for journalism and mass communication students, the workshop emphasized accurate and impactful storytelling to empower future journalists to champion wetland preservation and climate action. Learn more: <http://wetlandsforlife.cmsvatavaran.org/Future-Journalist-Workshop.php>

- **Srinagar (May 7–8, 2024)**

Conducted at the University of Kashmir, the workshop involved 60 students and 14 faculty members. Participants attended expert-led sessions on storytelling, wetland ecology, and solutions journalism, and visited Wular Lake to observe ongoing conservation initiatives. Thirty-seven students pledged to become Wetland Mitras.

- **Patna (July 19–20, 2024)**

Held at Aryabhata Knowledge University, the program engaged 40 students and 10 faculty members in reporting on wetland ecosystems. A field visit to Rajdhani Jalashay offered hands-on learning, and 37 new Wetland Mitras were enrolled.



- **Bhubaneswar (August 22–23, 2024)**

Conducted at KIIT School of Mass Communication, the two-day program provided comprehensive training on environmental communication and wetland ecology. Students also visited Chilika Lake to understand local challenges and enrolled as Wetland Mitras, further strengthening youth engagement in Odisha’s wetland conservation efforts.



2B. Wetlands for LiFE – Media Consultation Programmes

The “Wetlands for LiFE Media Consultation Programme” engaged over 150 media professionals from various media houses, equipping them with essential knowledge and storytelling techniques to effectively report on wetland conservation issues. Through focused sessions on wetland ecology and environmental journalism, participants gained a deeper understanding of ecosystem challenges and threats, empowering them to raise awareness and encourage public and policy-driven conservation efforts. Learn more: <http://wetlandsforlife.cmsvatavaran.org/Media-Consultation-Programme.php>

- **Patna (July 16–17, 2024)**

Held on July 16–17, 2024, at Hotel the Panache, South Gandhi Maidan, Patna, Bihar, this Regional Media Consultation was a pivotal two-day programme attended by 60 participants, including journalists and key stakeholders from various media houses across Bihar. Participants engaged in expert-led sessions covering the significance of wetlands, current conservation challenges, and strategies for effective communication between media and civil society. Key outcomes included a field visit to Debkal Chaur, where participants gained practical insights into wetland ecosystems. The consultation emphasized the urgent need for enhanced media involvement in raising public awareness about wetland conservation issues in Bihar.



- **Lucknow (September 13–14, 2024)**

Held on September 13–14, 2024, at Regenta Central, Lucknow, Uttar Pradesh, this Regional Media Consultation gathered 40 participants, including journalists and environmental experts, to enhance media engagement with wetland conservation issues in the region. The program featured expert-led sessions covering the importance of wetlands in Uttar Pradesh, ongoing conservation initiatives, and a dynamic media roundtable discussion focused on bridging the gap between media and civil society. Key outcomes included a field visit to Nawabganj Bird Sanctuary, a Ramsar site. The consultation encouraged the continuous collaborative efforts among journalists, researchers, and government entities to further advance the reporting on wetland ecosystem.



- **National Consultation, New Delhi (November 21–23, 2024)**

More than 150 journalists, students, and policymakers attended the three-day consultation. Day 1 focused on capacity-building for media students, Day 2 brought together senior journalists and experts for in-depth discussions, and Day 3 featured a field visit to Surajpur Wetlands. The event highlighted wetlands' roles in biodiversity conservation, climate resilience, and water security, while equipping participants with advanced communication tools. This cumulative consultation emphasized Indian wetlands' roles in biodiversity, climate resilience, and water security while equipping participants with tools for impactful storytelling.



2C. Wetlands for LiFE – Regional and National Film Festivals & Forums

The “Wetlands for LiFE Film Festival & Forum” convened diverse stakeholders to highlight the importance of wetlands. Through impactful film screenings, interactive workshops, and discussions, the festival inspired youth and communities to advocate for wetland conservation and climate resilience. Serving as a platform to celebrate wetland conservation through visual storytelling, the festival showcased over 160 films, totalling 1,756 minutes of compelling content, learn more: <http://wetlandsforlife.cmsvatavaran.org/Film-Festival-Forum.php>

- **Lucknow (August 1–3, 2024)**

The three-day festival at Babasaheb Bhimrao Ambedkar University included film screenings, painting and quiz competitions, panel discussions, and workshops. It attracted strong community participation and enrolled new Wetland Mitras. Shimla (August 30–31, 2024): Conducted with Himachal Pradesh State Wetlands Authority and HIMCOSTE, featuring screenings, workshops, and competitions.



- **Shimla (August 30–31, 2024)**

Organized with Himachal Pradesh State Wetlands Authority and HIMCOSTE, this edition included screenings, painting competitions, panel discussions, and a social impact filmmaking workshop. The event emphasized the role of local communities in wetland protection. The festival was inaugurated by Shri Sukhvinder Singh Sukhu, Honourable Chief Minister of Himachal Pradesh. This festival combined art, education, and community involvement to underscore the critical role of wetlands.



- **New Delhi National Festival & Forum (October 3–5, 2024)**

Hosted at Indira Paryavaran Bhawan, this festival marked the culmination of regional events. It showcased national and international films, thematic seminars, and exhibitions. A special “Green Film Fete” (September 10–20, 2024) was organized across eight schools and universities in Delhi NCR, engaging young audiences through screenings, competitions, and debates on wetland conservation and environmental sustainability. The theme, “Wetlands for LiFE (Lifestyle for Environment),” encouraged individuals, communities, and organizations to adopt eco-conscious lifestyles that contribute to wetland conservation. As part of the Indo-German Technical Cooperation project, “Wetlands Management for Biodiversity and Climate Protection,” initiated by the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India, and GIZ, the “Wetlands for LiFE” project played a central role in this edition of CMS VATAVARAN.



3. 12th CMS VATAVARAN International Film Festival and Forum (October 3–5, 2024)

The 12th edition of CMS VATAVARAN International Film Festival, held at Indira Paryavaran Bhawan, New Delhi, was organized in collaboration with MoEFCC, GIZ, WWF-India, IUCN CEC, and other partners. The festival centered on the theme “Wetlands for LiFE (Lifestyle for Environment).” Over 800 films from 68 countries were received, and 30 award-winning films were showcased alongside seminars and discussions. National and international winners were announced across categories such as climate change, water conservation, livelihoods, and wildlife. The Green Film Fete, conducted from September 9–20 across NCR institutions, engaged students through screenings, competitions, and expert talks. Learn more: <https://cmsvatavarant.org/cmsvatavarant2024>





NEW DELHI, INDIA | SEPTEMBER 2024

JURY MEMBERS

STUDENT JURY MEMBERS

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We Welcome our illustrious

NOMINATION JURY MEMBERS !

Date: 29 April - 11 May 2024

NEW DELHI, INDIA | OCTOBER 3-5 2024

JURY MEMBERS

AWARD JURY MEMBERS !

Date: 26 July 2024 | India International Centre, New Delhi

4. Punjab State Council for Science & Technology – MOJO Workshops

• Amritsar (April 10–12, 2024)

A three-day Mobile Journalism & Environment Filmmaking (MOJO) Workshop was conducted from April 10-12, 2024 at Khalsa College, Amritsar. The workshop, led by FTII Course Director Ritesh Taksande, was organized by Punjab State Council for Science & Technology (PSCST) in collaboration with CMS VATAVARAN New Delhi and PG Department of Journalism & Mass Communication, Khalsa College. Budding filmmakers received hands-on training in mobile journalism, environmental storytelling, and digital content creation. The program focused on developing skills in visual capturing, interviewing, video editing, and platform optimization while emphasizing environmental advocacy through digital storytelling. Learn more: <https://cmsvatavaran.org/mojo-amritsar>



- **Ludhiana (February 10–12, 2025)**

A three-day Mobile Journalism & Environment Filmmaking (MOJO) Workshop was conducted at SCD Government College, Ludhiana, this workshop engaged over 50 students from 10 colleges. The workshop, led by FTII Course Director Ritesh Taksande, was organized by Punjab State Council for Science & Technology (PSCST) in collaboration with CMS VATAVARAN New Delhi and S.C.D Government College, Ludhiana. Participants received training in mobile filmmaking, narrative building, and digital advocacy, preparing them to use technology for youth-led environmental action. Learn more: <https://cmsvatavarar.org/mojo-ludiana>





PARTICIPATION IN OTHER EVENTS AND INITIATIVES

CMS DG Dr Vasanti Rao was invited to be on the AJKMCRC entrance admission panel for the Development Communication Course, in May 2024.

DG CMS gave a lecture at the KIIT Academic Empowerment Programme 2024 on the topic “Teaching, Learning & Research @ HEIs: Integrating SDGs, NEP 2020 & Viksit Bharat 2047 Framework”, June 2024

Sixth edition of WWF-India’s Model Conference of Parties (MCOP6), 1-4 July 2025 participated and spoke at the concluding session.

As Member, attended online meetings of the Advisory Council of ASCI Academy

As Member of IUCN Nature based Education Task Force – participated in online meetings

As IUCN CEC RVC, was invited to attend

- Asia Regional Conservation Forum (ARCF) 2024 Bangkok Sep 3-5, 2024
- Nature base Leadership, Vermont USA Oct 13-15, 2024
- CEC Steering Committee Meeting at Colombia and to participate at COP 16 in Cali, October 2024
- Participated and spoke at the “Educating for Sustainability Action”, from January 9-11, 2025, at CEE Ahmedabad.



CMS VATAVARAN hosted an online panel discussion on green skills, gender equity, and capacity-building in conservation. The session featured experts from UNEP, IUCN, and CMS, and attracted participation from conservation professionals and policymakers. Discussions highlighted the importance of addressing gender gaps in environmental leadership and developing new skills for a sustainable future. Watch here: <https://www.youtube.com/watch?v=4NYWI8Fkb7w>



- Alok Srivastava, contributed a blog on 'Missing Youth in Evaluation', as part of the Eval4Action Campaign (<https://www.eval4action.org/post/missing-youth-in-evaluation>), October 2024
- Alok Srivastava participated in the experts consultation workshop on 'Mapping the Gender Based Differentials in Climatic Risks', organised by the Department of Development Communication and Extension, Institute of Home Economics, University of Delhi and funded by MoEFCC, GoI and UNDP in September, 2024
- Alok Srivastava as a Resource Person designed and conducted the Online Course on the 'Ethics in Evaluation', as part of Facilitating Gender Transformative Evaluation 2024, organized by the Institute of Social Studies Trust (ISST)

CMS IRB (Institutional Review Board) for Review of Research/Evaluation (non-clinical)

Protocols to Assess Ethical Standards:

CMS has an internationally accredited Institutional Review Board (CMS-IRB, a registered body since 2007), on ethics for research (non-clinical) involving human subjects. Till date it has reviewed 206 research and evaluation protocols from ethics lens. (<https://www.cmsindia.org/irb>)

CMS-IRB Members

- **Dr N. B. Rao**, Chairman, CMS (Chairperson)
- **Alok Srivastava**, Director, CMS Social
- **Dr B. R. Patil**, Independent Consultant
- **Dr Helen R. Sekar**, Senior Fellow (Retired), V.V. Giri, National Labour Institute
- **Dr Mayur Jain**, MD Homeopathy, Consulting Physician, Holistic Healing Caregiver–Homoeopathy
- **Paramita Dasgupta**, Director, CMS Communication
- **Prof Rakesh Batabyal**, Associate Professor, JNU
- **Mumtaz Ahmed**, Deputy Team Leader, CMS Social
- **Dr Ravikrishnan Elangovan**, Associate Professor, Dept. of Biochemical Engineering and Biotechnology, IIT
- **Dr Sanghmitra Sheel Acharya**, Professor, Centre of Social Medicine and Community Health, JNU
- **Dr Subrato K. Mondal**, Secretary, DESI
- **Dr Sushanta K. Banerjee**, Chief Technical Officer (Research & Evaluation), Ipas Development Foundation
- **Dr Vasanti Rao**, Director General, CMS (Vice-Chairperson)



IT

IT CMS has been integrating social media and its website more into its internal communication strategies. We currently have accounts on LinkedIn, Instagram, three Facebook pages, CMS, CMS VATAVARAN, and CMS Programs, all of which have more than **10500** followers each, as well as a Twitter(x) account with nearly **1341** followers. CMS uses dedicated lines for internet connectivity. CMS Research House is fully Wi-Fi enabled. The CMS IT team manages five thematic websites of the organisation and is responsible for implementing and maintaining CAPI, CATI, and CAWI software solutions to support both offline and online data collection activities. CMS IT Team is equipped with the latest infrastructure facilities, like Data servers and in house Mail Server with 32 desktops, 12 laptops, 1 HP colour printers, 2 b/w printers, 1 photocopier, more than 50 Tablets etc. They efficiently managed remote servers for web hosting and e-mail services. Each member of the CMS team receive all necessary hardware and software to support the work from home situation.

ADMINISTRATION, HR & ACCOUNTS

The Administration, Human Resource and Accounts team supports and maintains the systems and resource requirements of various teams so that all the teams run their operations smoothly. CMS is committed to creating and upholding a safe working environment where it's employees, associates, and partners can work and pursue objectives together without fear of being subjected to harassment, exploitation and intimidation caused by acts of Sexual Harassment. In this regard, CMS established a committee against sexual harassment and protection from sexual exploitation and abuse which is open to everyone. The organization has zero-tolerance for sexual harassment at workplace. During the year under review there were no cases filed in pursuit to the sexual harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013. Committee Against Sexual Harassment (CASH) and Protection from Sexual Exploitation and Abuse (PSEA) meeting held on August 28, 2024. This team regularly updates its HR Manual, which includes comprehensive policies on all aspects of HR and systems; Standards on practice of recruitment processes; 360-degree appraisal system used once in a year at CMS; and maintaining project-based accounting systems.



FINANCIAL SUMMARY

CMS is registered under the Societies Registration Act XXI of 1860 as a non 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. 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 utilization. Dr. Vasanti Rao, 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*

Balance sheet details* FY 2024-2025

Total Income Rs. 19,452,793.00

Revenue Expenses Rs. 30,924,762.00

Depreciation** Rs. 16,20,732.00

(*from Audited Statement of Accounts)

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





LEADERSHIP

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. The CMS Managing Committee meet regularly to review the progress and provide general directions.

The CMS Managing Committee held on November 19, 2024 and Annual General Meeting was held on November 19, 2024.

CMS-Managing Committee

Dr N. Bhaskar Rao, Renowned Social Scientist and Media Expert

Shri Vinod Vaish, IAS (Retd), Former Secretary, Dept. of Telecom, Gol

Shri N K Mathur, former Special Secretary to Gol

Prof. Rakesh Batabyal, Professor and Author

Dr Vasanti Rao, Media and Social Researcher

Ms Ditti Singh, Management Consultant

Ms Kodali Krishna Subha, Educationist

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- **Mr H K Dua**, Eminent Editor, Ex MP (Rajya Sabha)
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- **Dr Shyam Benegal**, Ex MP (Rajya Sabha), Eminent Film Director (till December 23, 2024)
- **Mr Sudhir Chandra**, IRS, former Chairman Central Board of Direct Taxes
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- **Prof. Y S Rajan**, Former Principal Advisor, CII
- **Dr G Lakshmi Kumari**, National Scientist and former Senior Professor NIHFW
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- **Mr Dharmaraju Kakani**, (Secretary BREAD), Management Consultant
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Dr Vasanti Rao, Director General, CMS

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Alok Srivastava, Director - CMS Social

Annu Anand, Director - Programs

Ashish Pandey, Executive - Field Operation

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Prachi Sharma, Sr. Research Executive

Pradeep Kumar Tiwari, Executive - EDP

Preeti Kashyap, Senior Executive

Ravindra Singh Thakur, Executive - Office Maintenance

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