

MAKING A DIFFERENCE...

More than three decades 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 and Responsive Governance.

Annual Report 2023 – 24



At a Glance



CMS
www.cmsindia.org

Established in 1991, 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 Monitoring & Evaluation, Research, Advocacy and Capacity building on Social Development, Environment, Communication, Transparency and Governance issues at local and national policy levels

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed over 817 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.

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 is collaborative** and **stakeholder involvement** has always been at the crux of what we do. To better prepare our partners for the long term, our projects help in institutional strengthening and capacity building.

We work across the country through networks, agencies, and academia.

CMS has a fully-equipped Office in New Delhi with state-of-the-art research, documentation, data services and training facilities. It also has a network of field researchers across all the states of the country and a strong contact base nationally as well as internationally across the globe.

Located in the heart of New Delhi, the **CMS office** has its **own five-storey building**. CMS is well-equipped with in-house data processing and high-end computation facilities, with broadband connectivity along with **updated software for quantitative and qualitative data analysis**.

In essence, CMS promotes active citizenry by engaging stakeholders, creating media alliances, supporting policymakers and developing civil society partnerships to address emerging national challenges.



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The CMS Edge

Experts: Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience on a wide range of subjects.

Specialist Teams: CMS Social, CMS Environment, CMS Communication, CMS Transparency, CMS Media Lab, CMS Survey, CMS Programs and CMS Academy.

Resources: State-of-the-art facilities for research, documentation, data analysis and training.

Ethics in Research: CMS has an internationally recognized Institutional Review Board (CMS-IRB) to review protocols of research & evaluation concerning human participants.

Coverage: A network of field researchers across the country, a fully-equipped National office in New Delhi, in addition to a strong contact base across the country.

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 programs to strengthen capabilities and advocate on emerging national challenges.

CMS Core Competencies

**Policy Research | Socio-economic Development Research | Monitoring and Evaluation
Communication Strategies and Engagements | Capacity Strengthening Programs**

CMS Services

- Monitoring and Evaluation
- Research
- Scoping and Formative Studies
- Feasibility Studies
- Needs and Impact Assessments
- Baseline, Mid Term and End-line Assessments
- Pre Testing SBCC/IEC Material
- Process Documentation
- Media Content Analysis
- Policy Review
- Opinion Polls
- Workshops, Seminars and Symposiums
- Publications
- Film Festivals and Competitions
- Felicitations / Awards
- CSR Programs
- Design & Conduct Capacity Strengthening Programs
- Orientation & Exposure Visits on Social & Development Issues for Media, Research Scholars, Academicians, Corporates & Civil Societies
- Media Fellowships
- Develop Modules & Course Curriculum

Note from Director General



This financial year (2023-2024) has been adventurous with series of exciting outreach programs. We organised film festivals and workshops on various environmental issues in different locations in India and also in Kathmandu, Nepal. These programs focused on generating interest and engagement of various stakeholders on multiple environmental issues, including LIFE program, environmental protection & conservation, low carbon sustainable development & climate change. With students and aspiring professionals, special efforts were made on capacity strengthening through interactive workshops and field experiences.

On the research front, almost all studies were evaluations or impact assessments of various government and non government programs. Creation of the dashboard to monitor the national gender campaign for Deendayal Antyodaya Yojana National Rural Livelihoods Mission was the most challenging and interesting. Also significant was the partnership effort with UNICEF in understanding vaccination & social protection among select vulnerable communities in India. These studies helped policy decisions and generated substantial knowledge on the respective social challenges.

However, most of the programs and studies this year are continuation of previous year assignments. Only 8 new projects were undertaken this financial year. The new projects included GIZ project to organize Wetlands related capacity building for media and conducting film festivals on wetlands and the American Consulate Mumbai project on short film competition and festival. Among studies, the Azim Premji University awarded the health research funding for an impact assessment study on Pradhan Mantri Bharatiya Janaushadhi Paryojana in urban locations of Assam & Rajasthan. All details of our work is explained further in this annual report.

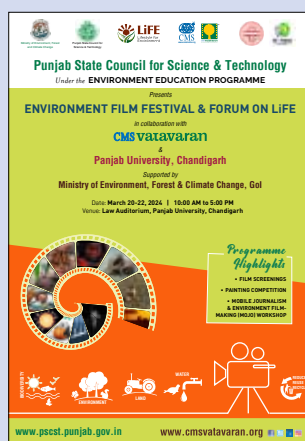
I am hopeful that the new partnerships and outreach this year will enable more projects in the future. I am grateful to all my colleagues, partners and friends for their renewed efforts, fresh ideas and inputs to further strengthen our work. Special thanks to CMS Board Members and Chair Dr N Bhaskar Rao for their guidance and encouragement.

Sincerely

Vasanti Rao, PhD
Director General, CMS

Projects & Studies in 2023-24

1. **India Water Project – 2021**
FMC India Private Limited
2. **Formative Assessment of a Unicef-Dulaar Programme in UP & Jharkhand**
UNICEF
3. **Creation of a Dashboard/Platform & Assessment of National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission (Day-NRLM)**
Institute for Financial Management and Research
4. **Engagement of Curator for organising the Urban Climate Film Festival under the CITIIS Program (Delhi, Kolkata, Bangalore and Mumbai)**
National Institute of Urban Affairs
5. **Understanding Effective Communication Approaches of Engaging Youth for Climate Change and Environmental Sustainability (CCES)**
IUCN, India
6. **Partnership for an endline study on vaccination & social protection among select vulnerable communities in India and a secondary literature review of gender equality in health systems**
UNICEF
7. **Wetland-Related Capacity Building for Media and Conducting Film Festivals on Wetlands**
GIZ Office, New Delhi
8. **Socio-economic impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in urban locations of Assam and Rajasthan”**
Azim Premji University
9. **“Punjab CMS VATAVARAN Film Festival & Forum on LiFE (Lifestyle for Environment) held from March 20 – March 22, 2024.**
Punjab State Council for Science & Technology



10. **Organizing Environmental Mobile Impact Film Making workshop at Amritsar**
Punjab State Council for Science & Technology
11. **Design and organise the Goa CMS VATAVARAN Film Festival & Forum on LiFE (Lifestyle For Environment 5-7 March 2023)**
IUCN, Switzerland
12. **Assessment study to review the utility and impact of BREAD Library program and activities.**
BREAD, Society
13. **“Organising Nepal Festival and Forum on Biodiversity Conservation and Climate Action 2023”**
IUCN, Switzerland and High Commission of Canada in India

FCRA PROJECTS

14. **Baseline Activities on Human and wildlife conflict in two states of India**
King's College London
15. **GIM Survey for Bihar Sustainable Livelihood Development Project (BSLD).**
Heifer Project International
16. **Capacity Building Program for Mass Communication and Environment Journalism students on low carbon sustainable development and climate resilience**
Australian High Commission-DAP-FCRA
17. **Environmental Protection & Conservation Focused Short Film Contest and Festival**
American Embassy New Delhi, American Consulate General Mumbai, Public Diplomacy





CMS Social

Mapping Progress in Development Sector

CMS Social Team specializes in evaluation and research of policies, programme and projects.

In the year 2023-24, CMS Social team provided support to national and international partners on range of issues such as mental health & online learning; COVID-19, routine immunization, WASH, social protection, human wildlife conflict and livelihood related interventions.

Significant Work

- **COVID Vaccination & Appropriate Behaviour, Routine Immunization, Breastfeeding and Access to Social Protection Programmes among Marginalized Communities in India: Endline Assessment, UNICEF, 2023-24**

Post emergence of COVID-19 pandemic, CMS as a long-term research partner to UNICEF, under Humanitarian Programme, is regularly providing technical expertise for research and analysis of behavioural insights on interventions covering different aspects of major issues such as COVID-19, Routine Immunization, Breastfeeding and social protection programmes of the government. Three rounds of annual assessments, starting with Baseline (2021), Midterm (2022) and Endline (2023), was conducted across 11 states to capture data and information from the rural locations, primarily inhabited by the marginalised communities namely, dalits (SCs), adivasis (STs), denotified tribes (DNTs), and minorities (mainly Muslims). Further to enhance the capacity of local youth to undertake research surveys, CMS engaged a mix of female and male volunteers of Praxis NGO network partners along with professional research enumerators from respective states for the data collection. The team members were oriented using virtual platforms to conduct CAPI based survey using a multi-lingual survey instrument. As a way forward, the findings and key takeaways were shared with UNICEF team at national and state offices for communication & advocacy with respective state functionaries.



The three rounds of assessment assisted the programme intervention team in different states to strategize their intervention to maximize the accessibility and availability of social protection benefits to the marginalized communities. Programme volunteers re-energized their efforts to connect the destitute households with the government service providers to avail entitled benefits.

- **Socio-economic impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in urban locations of Assam and Rajasthan, Jan 2024**

Rising healthcare costs are still a big worry in the world, particularly in 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 are expected to help the policy makers to focus on improving the supply chain for regular supply of medicines as well as to sensitize the medical doctors as well as the community members to dispel their apprehensions on the effectiveness of the generic medicines.



- **Influence of gender barriers and bottlenecks in the demand and supply of child immunization- A Secondary Research, UNICEF, 2023**

India has the highest rate of under-five mortality and 20% of which are attributable to vaccine-preventable diseases (VPDs), despite India being one of the top vaccine manufacturers. There are many key factors which affect the healthcare utilization such as, physical, socio-economic, cultural, and political aspects. The secondary research brought out the following key areas, which need utmost attention in efforts towards improving child immunization coverage. On demand side, influence of cultural and gender norms on child upbringing as well as parents' approach towards health-seeking practices based on child's sex was observed. Along with this, gender dynamics also influence the health-seeking behaviours within the home. Additionally, physical barriers faced by mothers affect the utilization of health services including immunization. On the supply side, numerous challenges are faced by women service providers, in particular. In fact conducive environment to promote child immunization is missing as very few gender-responsive policies and interventions to address gender barriers and bottlenecks in child immunization exist, as noticed during the secondary research.



- **Human Wildlife Conflict Compensation & Insurance– Relevance and Acceptance, 2023-24**

Growing population, shrinking space and unplanned urban expansion in India has affected the forest cover and habitations for wildlife as well, leading to frequent conflict between human beings and animal. Wild animals pose risks to crops and farmers' wellbeing while humans tend to drive endangered species to the edge of extinction. To support affected local population from human-wildlife conflict (HWC), monetary compensation for crop or livelihood damages done by wild life is an important aspect along with HWC based insurance. The study aimed to capture people's awareness and perception as well as experience with regard to HWC compensation and insurance. A formative qualitative research was conducted in Rajasthan followed by the quantitative household survey conducted in villages in the catchment of wildlife national parks in Madhya Pradesh and Karnataka to get insights and come up with recommendations to promote financial safeguard measures among the local population.

For the policy makers at national and state levels, appropriate policy level decision is much needed to give relief and protection from HWC. The findings clearly indicated the hardships and long process involved in getting compensation due to HWC. Majority of the households also emphasized the need for **HWC insurance**, if offered in India, as it will of great support for the community residing in the proximity of wildlife conflict zones.





CMS Communication has made valuable contribution in effectively assessing development communication interventions in the country. The team has been providing realistic methodological support for assessing and evaluating the outcomes of interventions. The analysis is based on rigor and the recommendations provided for better reach and impact.



CMS Communication
Enhancing Behaviour & Social Change

Significant Work

- The 'Safe Water Initiative' under Project Samarth of FMC India Pvt. Ltd. attempted to make safe and potable drinking water accessible to 200,000 farming families in the country within three years spanning from 2020-23

The 'Safe Water Initiative' under Project Samarth of FMC India Pvt. Ltd. attempted to make safe and potable drinking water accessible to 200,000 farming families in the country within three years spanning from 2020-23. FMC commissioned two types of assessments- **three rounds of Health Assessment** were planned to measure change in access to and use of RO water & decrease in water borne diseases as a result of the intervention; 2 rounds of concurrent monitoring to understand the process. **Two rounds of Pre- Post installation CSR Assessment** were conducted to see how community engagement on RO impacted the uptake and increased awareness about FMC as a company, and its products/brands. The assessment was conducted in Andhra Pradesh, Punjab and Uttar Pradesh and in the third year UP was replaced by Madhya Pradesh.

The initial rounds of health assessment and monitoring revealed that there were issues with both selections of village and location of RO in the village. Although the intervention was meant for villages where water quality is poor and families who are socially marginalised, resource mapping of the villages brought out that the villages were saturated with govt. and private drinking water sources – both hand pumps and piped water supply and the RO's are placed quite randomly. Low uptake of RO water, discontinuation and low awareness about RO and benefits were found as community engagement activities were minimal and monitoring of implementation was limited. The selection of villages was more of convenience rather than necessity of the community.





RO water was being sold at a minimum cost as money was required for operation, maintenance and distribution but was not properly communicated to the community. The community either did not want to buy water, were satisfied with the current water source or had RO installed in their house. The price of campers varied from state to state and district to district and was perceived to be high. Monitoring of the registers would have helped FMC design a fool proof demand supply strategy however the maintenance of registers was not standardised.

FMC took the findings in stride and reviewed the village selection process and emphasized on communication.

As a result, in the last round (2023- 24), significant increase in users of RO, knowledge about RO and its functions, and awareness about effects of drinking water on health. Additionally, there was significant increase in awareness about FMC as a Corporate and FMC brands; knew that FMC installed the RO. There was an overall increase in the percentage of people having positive perception about FMC in post survey.

FMC started with a very good intention of providing filtered water to the villagers with an O&M component. They missed out on comprehensive planning, had only technical implementers and had no partner who had experience of communication and community participation. Impact on health is something which needs time and since the intervention did not involve the schools and local PHC CHCs in this intervention they were left out and required evidence could not be gathered.



CMS Programs

Innovative Engagements & Strategies

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

Significant Work

- **Understanding Effective Communication Approaches of Engaging Youth for Climate Change and Environmental Sustainability (CCES), April 2023**

CMS in collaboration with India offices of UNICEF and IUCN & IUCN CEC, has undertaken an extensive study aiming to understand the perceptions of climate change among varied stakeholders involved in the CCES and how existing programs and other institutional mechanisms have been communicated to the youth population to engage them in climate actions. Further, this study also analysed and recommended future communication strategies to encourage youths to take positive actions for a sustainable environment.

CMS was responsible for conducting 6 activities under the study using a mix of qualitative, quantitative (online survey), and desk research, with a 360-degree approach where different levels of stakeholders were approached and triangulated data analysis was done to get a holistic picture to understand the policies and institutional mechanisms for climate change environment sustainability. The scope of the study included understanding the significant CCES programs, policies, commitments, best practices/scalable interventions/models/strategies, and also identifying key stakeholders in the CCES policy and program landscape in India.

A large team was formed including the researchers from IUCN India to conduct different kinds of qualitative and online surveys. The CMS team conducted the extensive **Secondary Review** that looked at the current research and findings at the policy level, existing programs of governmental and non-governmental organizations, initiatives at the state and national levels, challenges, and future directions for youth climate change education. In addition, the database of primary research articles was examined for findings pertinent to the study's goal.

The study found that strengthening the voice and agency of youth is also vital in advocating and acting on CCES issues. The findings of the study were presented to different stakeholders including representatives of government, corporate, and community members in a strategy workshop held to discuss possible recommendations suggestions/directions for developing strategies to engage youth in taking climate action and conservation initiatives.



The other major activity under the project was a **Qualitative Study in 4 states** of the country- **Andhra Pradesh, Assam, Bihar, and Rajasthan**. These states have been selected based on the Vulnerability Score Index and representative Biogeographic Zones. The objective of the study is to get insights from rural India to triangulate the findings of various studies among youth on climate change issues.

In addition, the CMS team also documented case studies of 10 young crusaders who are proactively making a difference in various environmental issues, especially in creating awareness of climate change and a sustainable environment will be documented as case studies.

The findings of the study outlined that youth engagement in policy-making and representation is a crucial aspect of ensuring that their voices are heard in decision-making processes. This can be achieved by creating youth advisory councils or task forces to provide input and recommendations on CCES issues.

- **Media Students Capacity Building Program on Low Carbon Sustainable Development under the DAP project of Australian High Commission, May 2023**

In May 2023 CMS launched Media Students' Capacity Building Program to generate sensitivity towards Low Carbon Sustainable Development and Climate Resilience at large by capitalizing on the spirit and enthusiasm of youth and giving the right direction to the passion of young students towards the environment. The program was supported by the Australian High Commission under the DAP project

The training program is being organised in 5 states including **Uttar Pradesh (UP), Himachal Pradesh, Rajasthan, Haryana, and Punjab**. Overall, around 250 students were oriented in 10 months during the program which enabled them to understand the problem of climate change, its impacts, and sustainable development and be empowered to report on the issue in an informed manner and create awareness in general masses.

The standardized modules for conducting the technical knowledge were designed and developed by the expert team of CMS. A call of entry for the registration of the participants was sent to the departments of selected universities for the purpose. Based on the pre-developed standardised modules for all 5 workshops the technical sessions were focused on i. Need for the Low Carbon Development; ii) Low Carbon Cities- What kind of development does India Need; iii) Major Actors and Good Practices in Sustainable Development and Climate Change. To provide practical knowledge and live experience to the participants each workshop had a provision for the exposure visit on the second day of the workshop.

The first workshop was held in **Lucknow, UP at the Amity University campus on Aug 3-4, 2023**. Overall 43 media students and 14 scholars and faculty members participated in the workshop. The inaugural session witnessed the esteemed presence of Dr. Ram Boojh, CEO of Mobius Foundation, as the distinguished guest. The workshop's opening remarks were delivered by Ms. Annu Anand, Director of CMS Advocacy and Programs. She highlighted the crucial role of media in creating quality reports and communication materials related to climate change.



During the Lucknow workshop participants visited the **Organic India factory, located in Barabanki** to have practical experience of communication strategies used by Organic India to promote their organic products, create awareness about sustainable development practices, and engage with their target audience effectively.

The second state-level workshop was held in association with the Department of Journalism and Mass Communication of **Himachal Pradesh University (HPU), Shimla on 26th -27th September**. Overall, 45 students of MA in Journalism and Mass Communication and PhD Scholars along with 10 delegates of different faculty participated in the workshop. The Chief Guest of the event Mr. Girish Hosur, IFS, Additional Principal Chief Conservator of Forest, Himachal Pradesh delivered the keynote Address. Though the technical sessions were conducted broadly on similar themes of the modules, however, contextualizing the issues the local narratives and case studies were included in each session. The exposure visit was the tour to the **Regional Horticultural and Training Station, Mashobra**, to see apple production through a natural sustainable farming system.

The third workshop in the series was held at the Central University of **Rajasthan in Krishangarh on the 16th and 17th of Oct**. Overall, 35 students, and 8 faculty members participated in the program. After having technical sessions participants visited the **Barefoot College in Tilonia** where they witnessed the different environmental and climate-friendly practices. The fourth workshop was held in **Mahendragarh, Haryana** at Central University of Haryana.

The event's distinguished guest was **Prof. Tankeshwar Kumar, Vice Chancellor of Central University of Haryana**. In the second course of the workshop participants visited a **Biomass Power Plant of Renewable Energy at Khurawata village**. The participants got valuable insights regarding renewable energy resulting in a reduction of greenhouse gas emissions and reducing the carbon footprint.

The final and fifth workshop was held at the **Central University of Punjab, Bhatinda, on March 27 and 28, 2024**. The workshop was attended by eighty students, mostly from the departments of environmental science, mass communication, and journalism, as well as a small number of multidisciplinary students. There was variation in participation by country and region. Approximately ten international students from **Bangladesh, Kenya, Ethiopia, Egypt, South Africa, and Afghanistan also participated in the workshop**. A large number of students from different regions, including Kerala, West Bengal, Manipur, and Leh, took part in the program. Post technical session the participants moved to the **Regional Research Training Centre (RRTC) of Guru Angad Dev Veterinary and Animal Science University located in Kalijharini, Bhatinda**, to understand and witness the **climate-resilient cattle shed**.

In conclusion, these workshops facilitated enlightening discussions, practical learning experiences, and valuable insights into low-carbon sustainable development.

One of the primary changes due to media student training workshops is an improvement in the student's confidence. Media students, who are future journalists and communicators were under the impression that environment and climate change are very specialized subjects and experienced or environment experts can only write on these issues while training sessions showed them how climate change and environment concerns are a way of life and how using media language, and knowing the sources and resources make these niche, complex subject easy to express and write.

A few students also shared the small changes in their behaviour post-workshop like switching off lights before leaving the room. Using the AC at a moderate temperature to save energy, minimize usage of the vehicle, and share the vehicle for commuting purposes. The Mass Comm Department of Amity University Lucknow, post-workshop, launched a filmmaking competition on climate change followed by a film festival to make use of the training provided through the workshop and give students a platform to showcase their skills.

Participants learned how to stay on the issue and avoid getting misled by irrelevant questions and misinformation which is very prevalent in the social media era. Students have been actively seeking information on the options available for writing and publishing environmental content on different media platforms. Many students have shown a keen interest in environmental issues in their textual and video feedback, indicating they are taking environmental issues seriously and are committed to making positive changes in their communities. More than 300 postgraduate students have been trained/ oriented while only 200 were expected in the proposal of the project.

- **Australian Parliamentary Delegation Meeting:** During the G20 Parliamentary Speakers' Summit (P20), CMS organised an Australian parliamentary meeting in its office on Oct 12th, 2023. The objective of the meeting was to present the overview of the DAP program implemented by CMS and also present the Indian media landscape to the visiting members of the Australian parliament.



- **Wetland Related Capacity Building Program for Media, GIZ Nov 2023**

The Capacity Building program for media students on 'Wetlands for Life' focuses on creating cognizance of wetland management and developing the capacity of the students and regional media for designing and developing effective communication material and media reporting towards ensuring they communicate the nuances of wetland conservation accurately and effectively to the public. To achieve this objective Centre for Media Studies has undertaken this project. This project is under the IKI-BMUV-supported 'Wetlands Management for Biodiversity and Climate Protection' project with MoEF&CC, implemented by GIZ. Under the programme the first capacity-building workshop for the media students was held on Feb 22nd and 23rd, 2024 in Bhopal (MP).



The two-day workshop on “Framing Wetlands: Media Student Capacity Building Programme” was held at Makhanlal Chaturvedi National University of Journalism (MCNUJC), Bhopal. Overall, 52 mass communication students and 16 faculty members participated in the workshop. The workshop was focused on equipping media students with comprehensive knowledge and practical skills in wetlands conservation and environmental journalism.

Through a series of engaging sessions, expert presentations, and field visits, participants explored the ecological significance of wetlands, Understanding the Mystery and Beauty of Wetlands Conservation’ which focused on the services provided by wetlands and the socio-economic significance of wetlands for local communities. In addition, the role of media in advocating for their conservation, and effective storytelling techniques for environmental reporting were also discussed at length.

The inaugural session was addressed by the Vice Chancellor of the university, Prof (Dr) K.G. Suresh, Office in charge of the State Wetland Authority, Mr. Lokendra Singh Thakkar. On the second day of the program, 42 media students pledged to conserve and restore local wetlands as *Wetland Mitras*. After the pledging ceremony, participants visited the Jal Tarang Wetland Interpretation Center located next to Upper Lake in Bhopal, where they were briefed about the significance of the Center and the biodiversity of the local wetlands and the map of Bhoj Wetland. At the end of the visit, participants had an open discussion with the media trainers on ideating and producing communication material about the issues that emerged during the sessions or after visiting the wetland areas.



The CMS VATAVARAN team leads a vibrant green movement for planetary health through its film festival, workshops, forums, and discussions—using the power of storytelling to inspire awareness, drive action, and build a sustainable future.

Significant Work

- **Urban Climate Film Festival, National Institute of Urban Affairs (NIUA)**

Under the City Investments to Innovate, Integrate, and Sustain (CITIIS) program, the National Institute of Urban Affairs (NIUA), India, launched the inaugural Urban Climate Film Festival in collaboration with CMS VATAVARAN. Four successful editions of the festival were conducted in Delhi, Mumbai, Kolkata and Chennai.

Delhi:- The festival launched on 24th March 2023 to 26th at M. L. Bhartia Auditorium, Alliance Française, Lodhi Estate, New Delhi. The inaugural session chaired by Shri Amitabh Kant, G20 Sherpa and former CEO of NITI Aayog. The event graced by the Ambassadors of France and the European Union to India. The festival, showcased the global impact of climate change on cities and citizens, contributing to discussions on climate-centric urban development.

Mumbai:- The Urban Climate Film Festival in Mumbai was conducted from 27th April – 29th April 2023 at Alliance Française, Theosophy Hall, Marine Lines, Churchgate, Mumbai. The Mumbai festival showcased around 17 films on various environmental issues.

Kolkata:- After two successful editions of the festival launched and conducted so far in Delhi and Mumbai. The Urban Climate Film Festival travelled to Kolkata, where 16 films from 12 countries were showcased at Nazrul Tirtha, New Town from 3rd to 5th June (from 12:00 pm onwards). The screenings were accompanied by interactive sessions with filmmakers and experts.

The festival closed with a special ceremony on 5th June to celebrate World Environment Day. The ceremony was graced by Mr Didier Talpain, Consul General of France in Kolkata, Dr. Swati Nandi Chakraborty, and Ms Meghna Pal, Chief Executive Officer, NKDA.

Chennai:- In the Chennai edition occurred from July 27th to 29th, 2023, at Alliance Française of Madras, College Rd. The screenings were complemented by interactive sessions with filmmakers.



- **Green Frames: VATAVARAN Short Film Competition and Festival 2023**

The “Green Frames: VATAVARAN Short Film Competition and Festival 2023,” was established in partnership with the US Consulate General Mumbai.

Social Impact Filmmaking workshops were successfully conducted in **Goa, Raipur, and Nagpur** engaging around 200 promising young filmmakers.

Goa (September 05-06, 2023):- Institute Menezes Braganza Conference Hall, Panaji, Goa hosted more than 50 enthusiastic participants, a significant number of whom were female. This enthusiastic turnout was a testament to the growing interest in films that can make a societal impact, particularly around environmental conservation and climate change advocacy.

Raipur (October 12-13, 2023):- The Social Impact Filmmaking Workshop was conducted on October 11th and 12th at Amity University, Raipur, Chhattisgarh. This workshop was attended by 77 enthusiastic individuals such including youth, mass media students & civil society members. This workshop provided a platform to craft impactful environmental narratives and actively participate in the conservation dialogue.

Nagpur (October 27-28, 2023):- Conducted workshop at RTM Nagpur University, Nagpur. This workshop had incredible 65 participants who learned the significance of collaboration in creating impactful narratives for environmental storytelling and change. They submitted 12 phenomenal short films at the end.

The call for film entries received overwhelming enthusiasm, garnering 1100 submissions globally. Following a thorough review, 400 international films were excluded, narrowing the competition to 700 Indian films. The CMS festival peer review team meticulously selected 242 films, categorized into three groups: 42 from civil society groups and amateurs, 89 from school and college students, and 111 from professional filmmakers and studios.



The nomination Jury meet was held at the Centre of Media Studies office in New Delhi on January 24-25, 2024. The award jury, hosted at the US Consulate Office in Mumbai on February 9th, selected the winners after viewing all the nominated films.



Green Frames: Film Screening and Award Ceremony in Bhopal

The festival in Bhopal welcomed 308 participants, including youth, civil society members, the general public, and 40 children from marginalized communities. It showcased a diverse range of films, sparking meaningful environmental conversations. Partnerships with the National Museum of Natural History (NMNH), the Ministry of Environment, Forest and Climate Change (MOEF&CC), GOI, and the Environmental Planning & Coordination Organisation (EPCO), GoMP, played a vital role in amplifying the event's reach and impact, bringing a diverse audience and raising awareness about environmental issues.

Feedback from the festival attendees was overwhelmingly positive, with more than 81.8% of participants finding the festival highly relevant to their environmental concerns. This response rate was 116.8% higher than the anticipated 70%, indicating a profound impact on the participants' engagement and understanding of environmental challenges.



- **Nepal-CMS VATAVARAN Film Festival and Forum on Biodiversity Conservation and Climate Action 2023**

The Nepal-CMS VATAVARAN Film Festival and Forum on Biodiversity Conservation and Climate Action 2023 was held from December 15th to 17th in Kathmandu. Collaborating with over 15 key partners, including the Ministry of Forests and Environment of the Government of Nepal, IUCN, WWF Nepal, and others, the festival aimed to spark dialogue on climate change and its impacts. With over 750 participants, including many students, the festival promoted learning and awareness among the younger generation. Through 7 workshops and master classes led by 20 expert speakers, it offered valuable insights on environmental challenges and solutions. The event, a first in Nepal's history, created a collaborative platform for meaningful dialogue and action for environmental conservation, setting a benchmark for sustainable development.



- **Wetlands for LiFE: Film Festival & Forum, Indore, Madhya Pradesh**

CMS VATAVARAN organized the very first 'Wetlands for LiFE' Film Festival & Forum in Indore from February 3 to 5, 2024. Supported by the Ministry of Environment, Forest and Climate Change, GoI, and GIZ as part of the BMUV-ICI Project on Wetlands Management for Biodiversity and Climate Protection, this festival is a component of the broader 'Wetlands for LiFE' program. Distinguished guests included Her Excellency Dr. Musonda Mumba, Secretary-General for the Ramsar Convention on Wetlands, and other notable figures.

The festival screened 30 national and international award-winning films, alongside a drawing competition for school children and a filmmaking workshop. Padmshri Bhalchandra Dattatray Mondhe received the Wetlands Ambassador Award for conservation efforts. The event concluded with the showcasing of films from a filmmaking workshop and recognition of painting competition winners. Notably, 59 local WetlandMitras pledged to safeguard Indore's wetlands. The festival attracted 550 registered participants for film screenings, 50 youth for the painting competition, and 73 participants for the Impact Filmmaking Workshop.



- **PSCST-CMS VATAVARAN Film Festival & Forum on LiFE, Chandigarh**

The Punjab State Council for Science & Technology (PSCST), in collaboration with the Centre for Media Studies (CMS VATAVARAN) and Panjab University, organized a Film Festival & Forum on LiFE (Lifestyle For Environment) from March 20-22, 2024 in Chandigarh. The event featured award-winning national and international films promoting eco-friendly lifestyles and included an on-the-spot painting competition with 45 young artists and a MOJO filmmaking workshop by Mr. Gautam Pandey with 58 participants. Distinguished guests such as Dr. Jatinder Kaur Arora, Professor Dr. Renu Vig, and Dr. Kulbir Singh Bath attended the closing ceremony. The festival attracted approximately 1,000 participants, including students, the general public, and civil society members, emphasizing environmental education and advocacy for a sustainable future.



CMS has a nation-wide network of professionals for undertaking extensive research studies. CMS also works with many institutions in different parts of the country on some projects on a collaborative basis. These systems and arrangements allow CMS to draw upon their expertise in specialised areas, wherever necessary and to undertake field based research surveys in a quick, time-bound and cost-effective manner.

Field Network

- ◆ The CMS staff includes core professionals in various disciplines, supervisory staff and subject specialists. State level organisations have also networked with CMS for field support. CMS has field investigators in about every strategic urban and rural location, working on project basis. This rich pool of human resources enables CMS to undertake time-bound micro and macro studies capable of catering to the multifarious needs of a variety of Partners.
- ◆ The in-depth understanding about geography, rural areas and field situations and the availability of experienced human resources are some of the key advantages of CMS for proposing to undertake large scale sample studies. With the growing experience of conducting such research studies, CMS attaches enormous importance to the Study Ethics, Quality Management and Time Management issues. These are now in-built in the system of CMS's Research Approach.

- ◆ Now offline and digital methods/tools have been developed and used for collecting information, given the safety issues and travel restrictions during the COVID pandemic..

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, action research methodologies as well as media content analysis methods, are considered as standards in our research techniques.
- ◆ The 3S (Size of Sample, Spread of Sample and Selection Criteria) and PEE (Perception, Experience and Estimation) are some unique study methods that have emerged as a result of CMS's initiatives to study complex and dynamic issues.

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 176 research and evaluation protocols from ethics lens. (<https://www.cmsindia.org/cms-irb>)

CMS-IRB Members

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



Operation Teams Creating Resource Base

CMS Operation teams are the resource base for all of CMS research, advocacy and capacity building endeavours. It manages four critical operations of the organization including:

- CMS Knowledge Centre
- IT & Systems
- Electronic Data Processing (EDP)
- Administration, Human Resource & Accounts

With a dedicated team, these departments ensure that CMS executes large-scale national and international projects with remarkable efficiency.

The CMS Operation team endeavours to create innovative systems that ensure customized and enhanced delivery of services. Infrastructure development and management of all the three campuses of CMS is also done efficiently by these teams.

CMS Knowledge Centre

As a research organisation, CMS has been in the business of creating and sharing knowledge that is required for policy and strategy decisions. We have consistently focused on sharing 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 create more internet-based information tools.

Developing and strengthening media relations will also be in its agenda.

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 9500 followers each, as well as a Twitter(x) account with nearly 1332 followers.

Administration, Human Resource and 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. CASH committee meeting held on October 13, 2023.

- HR Manual, which includes comprehensive policies on all aspects of HR and systems.
- Standardisation of recruitment processes.
- Developed 360-degree appraisal system, which is used once in a year at CMS.
- Developed project-based accounting systems.
- Created incentives/bonus remuneration system.

Knowledge Products:

Alok Srivastava

Digital Insecurity and Inaccessibility Impact Governance, Transparency Review, Journal of Transparency Studies, Volume XVI, No. 1, May 2023

Paper Review: Evaluation of the public policy impact on Monkeypox in Brazil, Evaluation and Program Planning, Elsevier publication, October 2023

Paper Review: The use of tele-education in medicine, during and beyond the COVID-19 pandemic: A commentary; Qeios, CC-BY 4.0 · Article, November 12, 2023 [Available at <https://doi.org/10.32388/35PG6G>]

Paper Review: Online learning during the COVID-19 pandemic, lessons learned and what's next? [Available at <https://doi.org/10.32388/AOH8IX>]

Satabdi Barman, Prachi Sharma, Alok Srivastava

Vaccine hesitancy amongst the tribal population of India: a comparative scenario between COVID-19 vaccination and routine immunization. International Journal of Community Medicine and Public Health, February 2024, Vol 11, Issue 2

Annu Anand

Climate Change and the Youth of India: A Call to Action; article published in Transparency Review: January 2024 Volume XVII, No 1

Rajasthan Right to Health Act: A right step that needs right approach: Article published in Transparency Review, May 2023, Volume XVI, No 1

by Dr N Bhaskar Rao



Participation in other events and initiatives:

- Alok Srivastava attended the second UNICEF India Evidence for Children Roundtable held during January 30-February 1, 2024, at New Delhi.
- Alok Srivastava participated in the Partners' Meeting for sharing FNHW integration in DAY-NRLM organized by the Ministry of Rural Development, GoI, held on December 14, 2023.
- Annu Anand attended International Climate Summit 2023 Organised by PHD held at Vigyan Bhavan, New Delhi on September 14-15, 2023
- Paramita Dasgupta attended half day session on the 'REFRAME: Data for Dialogue on Shifting Gender Norms' Conducted by Breakthrough, 6 March 2024.
- Paramita Dasgupta attended UNICEF India 'Evidence for Children' Roundtable; 30 & 31st of January and 1st of February 2024
- Paramita Dasgupta one of the Nomination Jury Members of Green Frames: VATAVARAN Short Film Competition & Festival, January 24-25, 2024
- Paramita Dasgupta attended Full-Day Event on Measurement of 'Agency' and Decolonial Feminist Research Methods organised by Social Norms Learning Collaborative; PCI, December 8, 2023
- Paramita Dasgupta attended release of the Report titled "The Growth of Ultra-processed Foods in India: An Analysis of Trends, Issues and Policy Recommendations ICRIER, August 2023
- Paramita Dasgupta attended SBCC knowledge management workshop UNICEF; May 16, 2023



- Vasanti Rao and Sabyesachi Bharti participated in the 12th edition of WEEC held from January 28th to February 1st, 2024, in Abu Dhabi, UAE. This congress serves as a valuable platform to gain insights into environmental and sustainability education, engage in discussions with global participants, and share one's own work. During WEEC 2024, Sabyesachi Bharti delivered a presentation on "Cinema, Environment, and Education" to a global audience, highlighting the intersection of film and environmental education.





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 9500 followers each, as well as a Twitter(x) account with nearly 1332 followers.

CMS uses dedicated lines for internet connectivity. CMS Research House is fully Wi-Fi enabled. CMS IT team manages 05 websites of the organisation on different themes, CMS also uses CAPI & CATI software for offline and online data collection. 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.



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. 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 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* FY 2023-24

Total Income	Rs. 26,500,178.00
Revenue Expenses	Rs. 34,356,404.00
Depreciation**	Rs. 18,24,995.00

(*from Audited Statement of Accounts)

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

CMS-Managing Committee



Dr. N. Bhaskar Rao



Shri. Vinod Vaish
IAS (Retd.)



Shri N K Mathur



Prof. Rakesh Batabyal



Dr. Vasanti Rao



Ms. Ditti Singh



Ms. Kodali Krishna Subha



Ms. N. Bharati



Shri Ramamohan Rao
Kakani



Dr Reena Ramchandran



Shri T M Veeraraghav



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 thrice – June 8, 2023, September 28, 2023 & March 27, 2024 and Annual General Meeting was held on September 28, 2023.

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
Ms. N. Bharati, Development Consultant
Shri Ramamohan Rao Kakani, Retd Dy Advisor – Planning Commission
Dr Reena Ramchandran, Former Bureaucrat, Gol, Strategic Advisor - Innovation University Project
Shri T M Veeraraghav, Media Professional

The Advisory Council Includes

- **Mr Alok Mehta**, Eminent Editor
- **Mr D. R. Kaarthikeyan**, Former Director CBI
- **Mr H K Dua**, Eminent Editor, Ex MP (Rajya Sabha)
- **Dr. Mohini Giri**, President, Guild of Service (till Dec 19, 2023)
- **Mr N Vittal**, IAS (Retd.), Former Chief Vigilance Commissioner (CVC) (till Aug 4, 2023)
- **Dr. S. Venkat Narayan**, Senior Journalist, former Editor India Today
- **Mr S. D. Saxena**, Former Director (Finance), BSNL
- **Mr S. Naveen**, Market Researcher
- **Dr. Shanti Swarup Medasani**, Scientist
- **Mr Kiran Karnik**, Former President, NASSCOM
- **Mr Rajendra Singh**, Founder Tarun Bharat Sangh
- **Mr Ramesh Sharma**, Eminent Film Make
- **Mr Samar Singh**, IAS (Retd.), President – Samarpan Foundation; Tourism and Wildlife Society of India Trustee - Foundation for Ecological Security; Duleep Matthai Nature Conservation Trust
- **Dr. Shyam Benegal**, Ex MP (Rajya Sabha), Eminent Film Director
- **Mr Sudhir Chandra**, IRS, former Chairman Central Board of Direct Taxes
- **Ms Usha Bhasin**, Former Channel Head, Art and Culture, Doordarshan, India
- **Ms. Usha Rai**, Eminent Journalist
- **Dr U N B Rao**, IPS (Retd.), Chairman of Urvi Vikram Charitable Trust
- **Prof. Y S Rajan**, Former Principal Advisor, CII
- **Dr G Lakshmi Kumari**, National Scientist and former Senior Professor NIHFW

CMS Professionals

Dr. N Bhaskara Rao, Chairman, CMS

Dr. Vasanti Rao, Director General, CMS

Ajay Kumar Singh, Senior Manager - Field Operations

Alok Srivastava, Director - CMS Social

Anisur Rahman, (WASH)

Annu Anand, Director - Programs

Ashish Pandey, Executive - Field Operation

Dharampal Jamwal, Senior Office Assistant

Dipendra Bansh Mishra, Senior Manager – IT

Jitendra Prasad, Manager - Field Operations

Kanika Batra, Research Executive

Kavita Rakheja, Manager - Knowledge Management & Coordination

Kencho Dorji, Sr. Executive

Lal Singh, Senior Office Assistant

Momin Ali, Executive

Mumtaj Ahamed, Deputy Team Leader

Narendra Kumar Bhatt, Head - Field Operations

Neel Kamal, Data Analyst

Paramita Dasgupta Mazumdar, Director - CMS Communication

Pawan Kumar, Executive - Field Operation

Prachi Sharma, Sr. Research Executive

Pradeep Kumar Tiwari, Executive – EDP

Pratyush Roy, Sr. Research Executive

Preeti Kashyap, Senior Executive

Ravindra Singh Thakur, Executive - Office Maintenance

Regi. V. John, Head - HR & Admin

Sanjay Kumar Singh, Executive – Field Operation

Sabyesachi Bharti, Deputy Director – CMS VATAVARAN

Samriddhi, Assistant Executive

Sheetal Arora, Front Office – Executive

Satabdi Barman, Sr. Research Executive

Shivani Chaudhary, Sr. Executive - HR

Shivesh Kumar, Executive - Field Operation

Sukanta Kumar Sahoo, - Sr. Manager Accounts/ Finance

Suraj, Sr. Executive

Susmita Chanda, Research Executive

Tek Bahadur, Sr. Driver

Tulsi Goar, Sr. Executive

Vivek Kumar, Executive - EDP

Yash Vashist, Executive

Yogesh, Office Assistant

Ziaul Arfin - Graphic Designer





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Photographs - **Staff Photos**