

Strategic Communications
Livelhoods
Environment
Monographs Sustainable
Policymakers
Technologies
Impact
Transparency
Disability
Responsive Governance
Global Knowledge
Media Lab
Experiments
Newsletters
Collaboration
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Regional
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MAKING A DIFFERENCE

MISSION

To provide global leadership
and excellence in
path breaking
Research, Advocacy
and Capacity Building
in Social Development,
Environment, Communication
and Transparency issues
through innovation
and partnerships.

Centre for Media Studies (CMS) is a multi-disciplinary, not for profit, think tank engaged in developing and discussing policy alternatives on a wide-range of issues of local and global significance.

Key areas of CMS work are in the sectors of Social Development, Environment, Governance and Communication & Media. In these sectors, generating, compiling and analysing primary & secondary data has been its core strength.

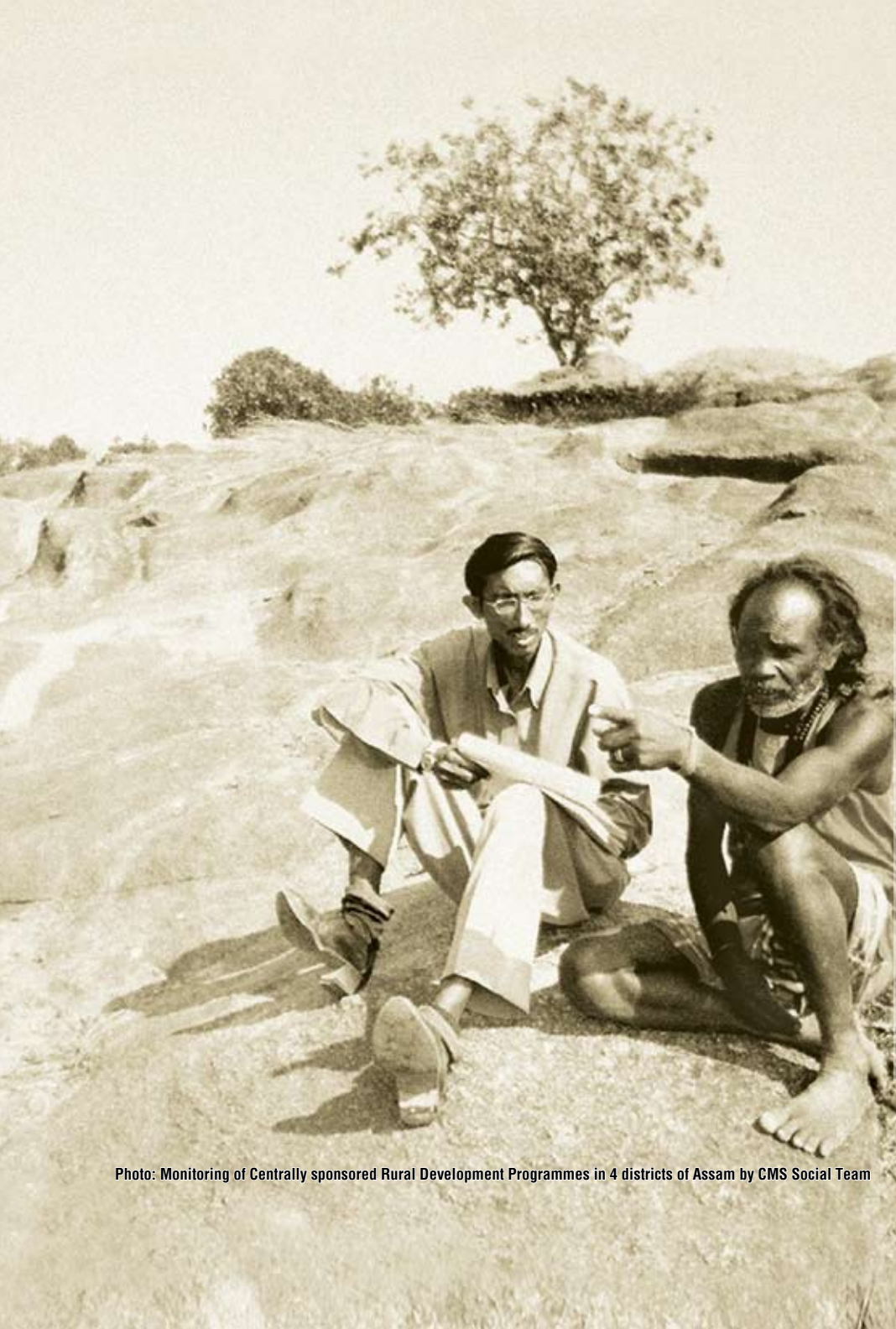
Established in 1991, the objective of CMS is to influence formulation of policies or programs relevant to contemporary challenges in India.

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. It has completed over 663 projects in collaboration with 162 public and private partners across the globe.

The Centre has been articulating its vital concerns by engaging in national debates & discussions, presenting articles, research papers, workshops/ conference papers, reports, monographs, books, directories, journals and newsletters, which are widely covered by the media.

HOW IS CMS UNIQUE

- A not for profit and non-partisan organisation.
- Research based think tank committed to rigorous and objective analysis to support policymaking.
- Committed facilitator in handling complex Social Development, Environment, Governance and Communication & Media issues.
- Capabilities for designing relevant research methodologies and conducting large scale qualitative or quantitative field studies.
- Research based advocacy and capacity building initiatives.
- Ability to work effectively with diverse stakeholders including media, corporate, policy makers, academicians and civil society, to address equity challenges.
- CMS mission is to facilitate effective governance processes/ initiatives towards progressive equitable growth



“The poor fight against corruption, and become victims of the arbitrary use of power. This seventh edition of studies undertaken by CMS (the first came out in 2000) has come at a time when a big campaign has raised its voice against corruption. But this report represents a large section of India, very specifically the poor, the subjects of Bharat who seldom find space in Indian media...”

—Ms. Aruna Roy,
Renowned Social Activist, President, MKS

Photo: Monitoring of Centrally sponsored Rural Development Programmes in 4 districts of Assam by CMS Social Team



CMS Social

Mapping Progress in Development Sector

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



CMS Communication

Enhancing Behaviour & Social Change

CMS Communication has made remarkable contribution in development communication in the country. The team experiments with methodologies in measuring direct & indirect impact of communication initiatives and suggesting evidence based corrective measures towards enhancing behaviour & social change.



CMS Environment

Promoting Responsibility

CMS Environment team has been involved multifariously in policy research and programmes evaluation aimed at creating sustainable solutions for environment protection.



CMS Transparency

Towards Responsive Governance

This committed team has been providing significant database and momentum to create responsive governance systems in our country.



CMS Advocacy

Innovative Engagements & Strategies

Develops and implements advocacy campaigns, disseminates knowledge products, strengthens stakeholder capacity through training, workshops and field visits, facilitates policy development, creates and sustains strategic partnerships.

CMS works in
eight dynamic teams
which synergise their efforts
to promote equitable development
and responsive governance
in the country.



CMS Academy

Nurturing Talent & Concerns

Develops quality standards by generating resources on curriculum, trainers and systems. Uses knowledge-based training to address emerging national challenges



CMS Media Lab

Monitoring Trends & Empowering Media

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



CMS Survey

Field Based Scientific Studies

CMS Survey team has a nation-wide network of professionals for undertaking extensive field studies. CMS also works with many institutions on various projects in a collaborative basis.

SIGNIFICANT ACHIEVEMENTS

- Efficiently handled large scale national projects like India corruption studies, election studies, child labour evaluations and food security assessments.
- Undertook several studies that resulted in quality water for rural schools, appropriate sanitary facilities in rural India, and enhancing environment consciousness.
- CMS has evaluated programmes and policy on range of issues such as, education including Right to Education (RTE), employment and livelihoods, health especially mother and child health, food security and nutrition, among many others.
- CMS India Corruption Study (ICS) is the only one of its kind of study consistently covering the contributing factors and trend of corruption in public services. A unique PEE (Perception, Experience and Estimation) methodology has been evolved by CMS to capture and discuss the complicated trend.
- Path breaking initiatives such as the Citizens' Charter, performance appraisal and social auditing, national annual corruption survey, the zero-level Corruption Initiative in partnership with the Central Vigilance Commission, and creation of forums for discussing electoral and judicial reforms.
- CMS VATAVARAN has been able to enhance understanding, appreciation and attitudes towards the natural world and increase space for environmental issues in mass media. Since its inception in 2002, 8 competitive and 41 travelling festivals in 36 cities of 25 Indian states have been organised. It has reached to more than 500000 people directly.

CMS VATAVARAN has now become a movement and inspired many organizations and individuals to use films and film festivals as a medium to catalyse change. Today, CMS VATAVARAN festival has become one of the most prestigious film festivals across the globe and has successfully positioned India as a vibrant destination for environment and wildlife filmmaking.



CMS has been a trusted partner of WFP for many years working in partnership by undertaking assessments and evaluations of WFP supported projects. I would like to specifically mention a very professional approach towards a good quality research and evaluation support by CMS Social during the comprehensive socio-economic baseline assessment (of MP Nutrition Programme). In addition to socio-demographic data, the assessment included anthropometric assessments along with anaemia estimation. I appreciate their systems of supervisory mechanisms and partnerships with laboratories and other stakeholders in place to ensure quality, not only in data collection and analysis but also overall presentation and understanding. CMS also undertook profiling of families with severely malnourished child for WFP supported MP Nutrition project which included collection and compilation of information on several indicators and had potential to use this data for a very detailed micro-planning.

–Ms Pradnya Paithankar
Programme Officer (M&E-VAM),
UN World Food Programme

- A series of awards, workshops and seminars are organised to engage in issues like girl child education, female foeticide, educational reforms, media regulation issues, environment conservation, disability, right to information, social audit, entertainment education, corruption, road safety, etc. These programs engage a large number of schools, college, civil society and policy maker to bring such issues to attention.
- CMS's sustained evidence-based advocacy with Telugu TV Channels on girl child issues since 2009. This initiative is called 'UNICEF Awards for Children Programmes on Telugu Television Channels' has established as an important event for Telugu media and is eagerly sought after recognition. CMS Regional Office in Hyderabad in partnership with UNICEF state office for Andhra, Telangana and Karnataka has build a good rapport with the burgeoning Telugu media.
- CMS has the distinction of setting up the first Media Lab in India that studies trends in both electronic and print media along with developing strategies. It possesses technologies, expertise and experience for studying 24x7 news channels.
- Constituted an Institutional Review Board (CMS-IRB), registered to the Division of Assurance and Quality Improvement in the Office for Human Research Protections (OHRP), USA, to give technical support to research organisations towards maintaining the ethical standards in research on human subjects. CMS is also registered to give Federal Wide Assurance (FWA) for the Protection of Human Subjects for International (Non-U.S.) Institutions.
- Regular studies and field interactions with RTI Activists across the country has resulted in regular writings in media and the Transparency Review journal. CMS has also been consulting with the Information Commissioners and also actively participating in Annual Convocations to share concerns on effective RTI implementation.
- CMS ENVIS Green Media newsletter reaches out to over 3000 readers including government officials, non-profits, and civil society.
- The centre has over 6400 books and reference reports like Economic Surveys, CMIE, Human Development Reports, National Family Health Survey Census of India, NSS and the Election Commission.
- CMS activities featured in in more than 500 articles published in the country's leading National and Regional newspapers.



"I know how challenging it is to build and sustain an independent research body at national level. Whatever areas of development you have chosen, CMS has made a mark. No wonder CMS research today is credible, its findings and publications are viewed seriously."

– Dr. Abid Hussain
Former Indian Ambassador to USA

Photo: CMS Researcher interacting with Children in Telangana School

EVOLUTION 1991 - 2015

CMS has come a long way since its inception in 1991 and set exemplars in the process. As a not-for-profit body, it has kept up its professional endeavours and standards in the areas it has chosen to work. CMS has maintained its growth path while expanding and intensifying its policy pursuit for information equity, advocacy and outreach activities.

1991 - 1995

National Readership Survey, Monograph, 1989.

An Overview of Media Advertising in India, Monograph, 1990.

Family Planning Communication in Retrospect – The Indian Scene with Bihar Case; Monograph, 1993.

The Missing Link in the Indian Family Planning Programme – Information, Education and Communication Perspective, 1993.

Violence and Vulgarity in Mass Media – National Symposium, 1994.

Media Reforms: Freeing the Airwaves – National Symposium, 1995.

Emerging Satellite and Cable TV Technologies and Implications to the Indian Market – CMS Roundtable, 1995.

Communication Strategies for Rural Development: CMS Colloquium, 1995.

Mass Media and Marketing Communication: Perspectives into 2020; Monograph, 1995.

First ever 'Impact of Television' study for the Ministry of Information & Broadcasting.

Child labour project evaluations and strategy inputs for International Labour Organisation.

1996 - 2000

Colloquium on Effectiveness of Small Donor Interventions – RNE, 1996.

CMS Consultations on Broadcast Bill, 1997.

Evaluating the impact of a radio soap opera, 'Tinka Tinka Sukh' in village Lutsaan, Uttar Pradesh: A reception study, 1997.

Evaluation of 1996-97 IEC Pulse Polio Campaign in India -DFID, 1997.

CMS Roundtable on Children & Television, 1998.

Vision and Mission for India's Public Broadcasting: Prasar Bharati Corporation; 1998

CMS Communication Colloquium Series – 14 lectures on different topics, 1999-2000.

CMS Panel Discussion on Media Globalization and National Responses, 1999.

CMS-NIPCCD Sensitisation Meet for Media Professionals on Issues Concerning Children, 1999.

DTH – Market Potential; study and round table, 1999.

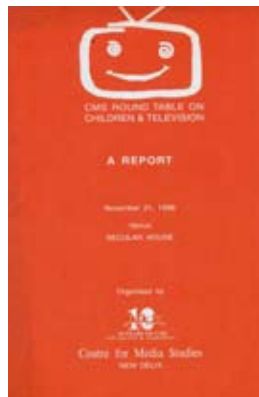
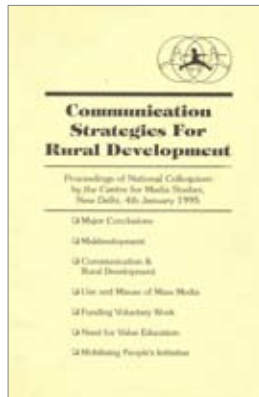
India Corruption Report – Urban Public Services; Monograph, 2000.

Perspectives into the Media Scene: 2000.

Roundtable discussion on Communication/ICE Bill, 2000.

Food Security – Vulnerability Analysis & Mapping, WFP, 2000.

CMS ENVIS Centre, India's first environment resource centre for Communication and Media established under the aegis of Ministry of Environment, Forest & Climate Change, 2000.



2001 - 2005

CMS and Press Club of India jointly organised Roundtable Discussion on Impact and Implications of Tehelka-Type Technology Driven Ventures, 2001.

CMS Corruption Perception Index- Public Services and Departments; July 2002.

CMS VATAVARAN - International Environment & Wildlife Film Festival launch in 2002.

Pros & Cons of Election Surveys: The Indian Scene. December 2002.

CMS Media Lab setup to capture trend and priorities of television news channels.

Research Support for RNTCP Communication Strategy on tuberculosis treatment & care 2002-05.

Roundtable Discussions and proceedings thereof on 'Opportunities & Challenges : Indian Media Scene - Recent Shifts in Paradigm of Media Operations' – New Delhi and Hyderabad 2004.

Strategic Communication Design, Management and Response – Review and Capacity Building Workshop, Jaipur, December 2004.

Rewind for Fast Forward – A Review of State Level IEC Initiatives on HIV/ AIDS; CMS Study and Publication, 2004.

Media Scene as India Globalizes; Monograph Series – September 2005.

A Missing Link in India's Social Development Endeavours – The Communication Perspective in the Case of RCH. Monographs Series, 2005.

Tracking Corruption in India: Towards Sustaining Good Governance, 2005

CMS and Andhra Pradesh Press Academy jointly organized a national roundtable on 'Should There Be A Lakshman Rekha For Media?' on June 1 2005, at Hyderabad.

Research support and program inputs for entertainment education programs on radio and television (TARU, Tinka Tinka Sukh and Jasoo Vijay, etc)

Moved into own campus – 5 level building in Saket, New Delhi.



Mr Shyam Benegal giving away the CMS VATAVARAN Delhi Chief Minister's Award for Best documentary 2005



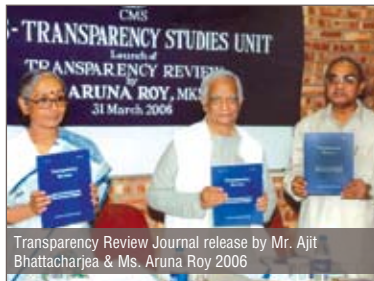
CMS Media Lab at work



CMS Head office, Saket



CMS Academy at Noida



Transparency Review Journal release by Mr. Ajit Bhattacharjee & Ms. Aruna Roy 2006



Symposia on Communication for Social Development 2007



UNICEF Awards co-organised by CMS in Hyderabad 2010



Mr Shashi Tharoor addressing conference on 'Public Diplomacy in the Information Age' organised by CMS Academy 2010

2006 - 2010

- Transparency Review Journal initiated by noted journalist Ajit Bhattacharjee and inaugurated by Aruna Roy, 2006.
- Journalism for Life: A look at India Media Representation of Farmer Suicides; Monograph, 2006.
- Proposed Draft Broadcast Bill; CMS National Roundtable Discussion; 2006
- CMS-ASCI National Conference on 'Right to Information', Hyderabad; 2006
- Television Viewership Measurement : Dilemma and Challenges, CMS Meet; 2007
- CMS Symbols : Symposia on Communication for Social Development, November 1 – 3, 2007 (in collaboration with SN School of Performing Arts, Fine Arts & communication University of Hyderabad, AP).
- Created Audio Visual Resource Centre (AVRC), a state-of-the-art archive of documentaries, films and audio spots on environment and development issues, 2007.
- Knowledge, Attitude and Practice of Delhiites Towards the River – Yamuna A Report; 2009.
- Study on Tobacco Advertising, Promotion and Sponsorship Across South and South East Asia – Challenges and Opportunities, 2009.
- A comprehensive Report on the climate change seminars in selected cities of India as part of its Environment and Wildlife Travelling Film Festival in collaboration with various state agencies and other organizations, 2009.
- Seminar on Ecotourism – Relevance for India, Experiences, Challenges and Future Prospects, 2009.
- UNICEF Awards for Telugu media on issues of women and children – 2009 onwards
- CMS-Institutional Review Board (CMS-IRB) registered to review non-clinical research protocols submitted by CMS teams as well as other institutions/ agencies.
- Empowering the Differently – Abled: Challenges and Opportunities; Monograph; 2010
- 'Analysing and Envisioning India': National Lecture series – 2010 onwards.
- Undertook a first- of-its kind state-level Disability Audit in the country.
- Created special MIS for the World Food Programme to have a database of families of severely acute malnourished (SAM) children.
- Executed a social mobilisation strategy for malaria eradication in the country.
- CMS Academy campus set up in Noida.
- Organised first ever conference on 'Public Diplomacy in the Information Age' along with Ministry of External Affairs, Government of India.
- CMS signed MoU's with International partners like Annenberg School for Communication University of Southern California, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA, for innovative research and capacity building projects.
- Successfully conducted employee engagement campaigns for HSBC India, Disney and other corporate houses throughout the country to promote Corporate Environmental Responsiveness. The number of participants in employee engagement programme went up from 1,500 executives in 18 cities in the launch year in 2008 to 7,572 participants in 29 cities in the year 2010.

2011 - 2016

CMS in partnership with exchange4media instituted the CMS-enba National Award for Social Change Initiatives, 2012.

'Analysing and Envisioning India': National Lecture series, 2012.

Coverage of 2014 Lok Sabha Polls by News Channels (An analysis by CMS Media Lab); Monograph, 2014.

Lure of Money in Lieu of Votes in Lok Sabha and Assembly Election – The Trend: 2007–14: CMS India Corruption Study, 2014.

CMS Panel discussion on 'A Decade of RTI -A Long Way to Go ' & Release of Prof.Sridhar Acharyulu's book 'RTI Use and Abuse'; Chief Guest -Hon'ble Mr. Justice J Chelameswar, Judge of Supreme Court of India at IIC, New Delhi, 2015.

Innovative Disney Friends for Change Programme initiated with Delhi schools to restore and revitalise urban green spaces, 2014-2015.

Co-hosted celebration and discussion for 'International Evaluation Year, 2015.

The 8th CMS VATAVARAN International Film Festival and Forum was organised from October 9-13 at NDMC Convention Centre, New Delhi. The American Center hosted a special curtain raiser programme on October 8, where Ambassador Richard Verma launched the festival.

To bring about awareness on water conservation and as a prelude to the theme of 8th CMS VATAVARAN, a campaign was launched in schools and colleges for two months (August and September). Three schools hosted Water Festivals, Film screenings, competitions and cultural performances were organised around the theme of water. The participating schools were G D Goenka Public School, Paschim Vihar, St Mary's School, Safdarjung Enclave, St Mark's Senior Secondary Public School, Meera Bagh. More than 200 students participated from each school.

CMS VATAVARAN ranked amongst the top two environment and wildlife film festivals in the world.

CMS Media Lab Study findings used by TRAI in a consultation paper on 'Issues related to Advertisements in TV channels'.

Mapping and evaluating the development of media education in India under UK-India Education Research Initiative (UKIERI) funded project.

National Level Monitors (NLM) with Ministry of Rural Development.

Partnered with WHO to engage media for saving lives on Indian roads, following which a series of three media workshops and one-on-one interactions with editors were organized by CMS.



CMS-enba National Award for Social Change Initiatives 2012



Mr Amol Palekar at 'Meet the Jury' session of CMS VATAVARAN 2014



Symposium on News Media Education in India 2013



WHO Road Safety Journalism Fellowship Workshop 2014

CONTINUING ENDEAVOURS



Field Survey for Maternal and Adolescent Health Study 2013



Cultural Performances at CMS VATAVARAN 2014



CMS Social assessment of ASHA Resource Centre in Uttarakhand, 2011



Mr Siddharth Roy Kapur & Ms Vidya Balan at Disney Friends for Change Award Ceremony 2015

- CMS Social team continues to focus on providing research, monitoring and evaluation (M&E) support to planners and implementing partners at national and state levels. The key priority areas are livelihood, food security, nutrition, women and child development, elementary education, particularly in the backdrop of the RTE Act. In the health sector, the focus is mainly on research and evaluation studies related to maternal and child health, public health (HIV/ AIDS, TB and Malaria) and health services in terms of accessibility and availability of human resources, as well as infrastructure facilities.
- CMS Environment team will continue to be involved in policy research and programme evaluation aimed at creating sustainable solutions for environment protection. The team will also undertake capacity enhancing initiatives with range of stakeholders to orient on contemporary environment issues like climate change, sustainable transport, conservation, etc.
- A specialised Water and Sanitation Resource Centre has been developed with the commitment of providing research support and building research capacities of various stakeholders. This resource centre will document case studies, best practices, collect data, information, compile research papers and conduct research studies.
- CMS Transparency team will continue to establish links with civil society groups and design campaigns for RTI to further social objectives like transparency in elections, exposing corruption and improving civic services.
- CMS Communication team provides objective research support to development communication initiatives. Special interest of this team continues to be meaningful entertainment education on issues like health, education, gender, sanitation & hygiene, and other development issues.
- CMS Advocacy team continues its tryst with innovative ways to partner and engage various stakeholders like Media, Policy Makers, Corporations, Academia, and also general public on relevant development issues.
- CMS Academy team endeavours to set goals and standards for media education to enhance employability of news professionals. For faculty development, interactive training fora are being planned to share best practices in media education pedagogical techniques, and for interacting with the industry.
- CMS VATAVARAN is aimed at becoming a popular market place for filmmakers by maximising reach and participation through forums and films. It will continue its endeavour to impact perception, policy and practice through the medium of films to conserve and develop our environment and its precious resources.



LEADERSHIP

CMS Managing Committee and Advisory Council include luminaries of the country from different fields. The managing committee comprises of Dr N Bhaskara Rao; Ms P N Vasanti; Mr Vinod Vaish, IAS (Retd), former Secretary, Dept of Telecom, GoI; Dr Shanti Swarup Medasani, Scientist, Prof. M K Premi, Demographer, Former Senior Professor, JNU, and Ms N Bharati, Teacher.

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 Advisory Council Includes

Swami Agnivesh, Social Activist

Mr Alok Mehta, Eminent Editor

Ms Asha Das, IAS (Retd.), former Secretary Ministry of Women & Child Development

Ms Asha Swarup, IAS (Retd.), former Secretary Ministry of Information & Broadcasting

Mr D. R. Kaarthikeyan, former Director CBI

Dr. Mohini Giri, President, Guild of Service

Dr Reena Ramchandran, former CMD Hindustan Organics Chemicals Ltd

Dr Shyam Benegal, Ex MP (Rajya Sabha), Eminent Film Director

Dr S. Venkat Narayan, Senior Journalist, former Editor India Today

Mr H K Dua, Eminent Editor, Ex MP (Rajya Sabha)

Mr N Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC)

Mr S. D. Saxena, former Director (Finance), BSNL

Mr S. Naveen, Market Researcher

Mr Kiran Karnik, former President, NASSCOM

Justice P. N. Bhagwati, former Chief Justice of India

Mr Pratyush Sinha, IAS (Retd.), former Chief Vigilance Commissioner (CVC)

Mr Rajender Singh, founder Tarun Bharat Sangh

Mr R S Butola, former Chairman PetroFed & IOC

Mr Ramesh Sharma, Eminent Film Maker

Mr Samar Singh, IAS (Retd.), former Secretary General WWF-India

Mr Sudhir Chandra, IRS, former Chairman Central Board of Direct Taxes

Ms Usha Bhasin, former DDG Prasar Bharti

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

Prof. P. C. Joshi, Economist & Former Director, Delhi School of Economics

Dr N Bhaskara Rao, Chairman, CMS

Dr. Rao's academic achievements include three post-graduate degrees and a Ph.D from University of Iowa (1970), USA. He was also a visiting professor in communication research at a few universities including at two US campuses.

He is the founder Chairman of widely respected marketing research and forecasting firm MDRA.

He has taken the lead in initiating and tracking the Right to Information (RTI) Act implementation in the country. He has also pioneered the Social Audit and Citizens Charter concept for better accountability and transparency in governance. He is a Social Audit expert having been the Convenor of India's the first two Social Audit Panels.

His books/ monographs/ writings over three decades had profound impact on policies, programmes and perspectives of more than a couple of sectors. Dr Rao's more recent books include, 'Unleashing Power of News Channels' (EMESCO, 2012); 'Poll Surveys in Media – An Indian Perspective' (National Book Trust, 2012); 'Good Governance: Delivering Corruption-free: Public Services' (SAGE, 2013); 'Chronicles of a Village Boy in New Delhi' (2015).

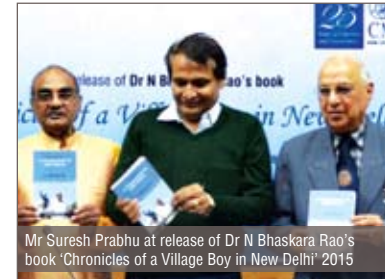
Ms P N Vasanti, Director General, CMS

Ms Vasanti has double masters degrees in Psychology and Management. She is also a PhD scholar at JNU in media studies.

She wrote a fortnightly column on Media in Mint, the economic newspaper published by The Wall street Journal and the Hindustan Times, from 2008 - 13. She has participated in television programmes in leading national channels like NDTV, CNN-IBN, DOORDARSHAN and Lok Sabha TV, to advocate on issues related to Media Ethics and Regulation, Electoral Reforms, Education, and Women and Children issues.

She has been a Member of International Advisory Board, PSO, a Dutch association focused on capacity development of civil society organisations in developing countries. (2009- 2012).

She has been Member of national committess like the Ad-hoctask Force (ATF), constituted by the Cabinet Secretariat (Prime Minister's Office), to review the performance targets of various Government departments. (2011-2014); Committee to Evaluate the Software Schemes of Doordarshan by Ministry of Information & Broadcasting, Gol (2013), Expert Group on Content, in the Sam Pitroda Committeeon Prasar Bharati (2013) and Consumer Complaints Council (CCC) of the Advertising Standards Council of India (2013 onwards).





Mr Alok Srivastava, Director, CMS Social

Mr Alok is a trained Development Evaluator and a Post graduate in Rural Development & Management, with more than two decades of experience in development research, monitoring and evaluation. His issues of expertise include social and financial inclusion, governance, food and nutritional security.

He is a regular resource person on monitoring and evaluation including participatory approaches; audit of implementation of citizen charters and qualitative data analysis.

He is a member of CMS-Institutional Review Board and member of national and international evaluation community, such as International Development Evaluation Association (since 2008), Community of Evaluators-South Asia. Alok was a member of the two Mission teams to Bhutan and Bangladesh for Workshops on Government Performance Management (2014).

He regularly contributes through his writings on issues concerning development and governance issues. Some of his recent contributions include, "Time to give up more Subsidy (GOVERNANCE now, 2015); Ethical Challenges for Evaluation in India" (Daya Publishing House, 2015), Independent Audit of Implementation of Citizens'/Clients' Charter (Performance Matters, 2014); "Redefining Tribal Development in India: Need for Holistic and Participatory Approach (Pentagon Press, 2013); Questionable Inclusion (Infochange 2012).

Ms Paramita Dasgupta, Director, CMS Communication

A double Masters in Geography and Planning and a practitioner of development communication research for 19 years, she specializes in implementing research methodologies for assessing the progress of C4D interventions in the country towards behavior change and designing evidence based communication strategies.

Has been providing support related to media and communication content especially Entertainment Education to national and international agencies such as UNICEF, WHO, FHI 360, UN Women, Hollywood Health and Society, US Universities and interacted intensely with the Creative, Production and Message Design teams for focused and strategic intervention.

The most recent papers co authored by her are based on the research findings are: An Evaluation of the 9-Minutes Mobile Game and Video. Half the Sky Movement Multimedia Communication Initiative: Dasgupta, P., K. Tureski, R. Lenzi, K. Bindu, G. Nanda. 2012. Washington, DC: C-Change/FHI 360 and Summary Report on the End line Findings from the Kyunki... Facts for Life Project in India, Sood, S., Dasgupta, P. Narendra, B. (2012, May).

CMS PROFESSIONALS

CMS offices in New Delhi and Hyderabad are run by full-time professionals with expertise and experience in wide range of subjects. The staff members include, Dr. N Bhaskara Rao, Ms. P. N Vasanti, Mr. Alok Srivastava, Ms. Paramita Dasgupta, Mr. Narendra Kumar Bhatt, Mr. Prabhakar Kumar, Ms. Anita Medasani, Mr. Dinesh C Sharma, Mr. Mumtaj Ahmed, Dr. Amit Rahul, Mr. Anisur Rahman, Mr. Debananda Mohanta, Mr. Sundeeep C Srivastav, Dr. Yamini S Verma, Mr. Raj Kumar, Mr Suraj, Ms. Preeti Kashyap, Mr. Abison P Anchalackal, Ms. Tulsi Gour, Ms. Babytim Huidrom, Ms. Archita Moitra, Ms. Kalpa Sharma, Mr. Ajay Kumar Singh, Mr. Jitender Prasad, Mr. Pawan Kumar, Mr. Sanjay Kumar, Mr. Shivesh Kumar, Mr. Ashish Pandey, Mr. Anil Kumar, Ms. Indira Akoijam, Ms. Chetali Kapoor, Ms. Rashi Gupta, Ms Rumani Chakraborty, Mr. Anand Anjani Jha, Ms. Bharti Kapoor, Mr. Zia ul Arfin, Ms. Joselyn Joseph, Mr. Amrendra Kumar Pathak, Mr. Dipendra Bansh Mishra, Mr. Gaurav Bhatia, Mr. B Sundara Rao, Mr. Neel Kamal, Mr. Vivek Kumar, Mr. Regi. V. John, Mr. Sukanta Kumar Sahoo, Ms. Sheetal Arora, Ms. Monisha Bhatnagar, Mr. Bharat Singh Bisht.

“Over two decades, Centre for Media Studies (CMS) has been doing pioneering research, which has deepened our understanding of corruption in various sectors and regions in India over time. Where we relied on anecdotal evidence and conjectures for decades, CMS has been supplying us hard data and quantitative evidence. What is more, conscious effort has been made to appreciate the nuances in a complex phenomenon of corruption, rather than indulging in sensationalism and head-linegrabbing. For instance, CMS research has established clearly the regional and sectoral variations, and also captured the changing trends and shifting.”

Excerpts from Foreword by
– **Dr. Jayaprakash Narain**
President, Loksatta Party,

Photo: CMS staff and their families during annual picnic 2015

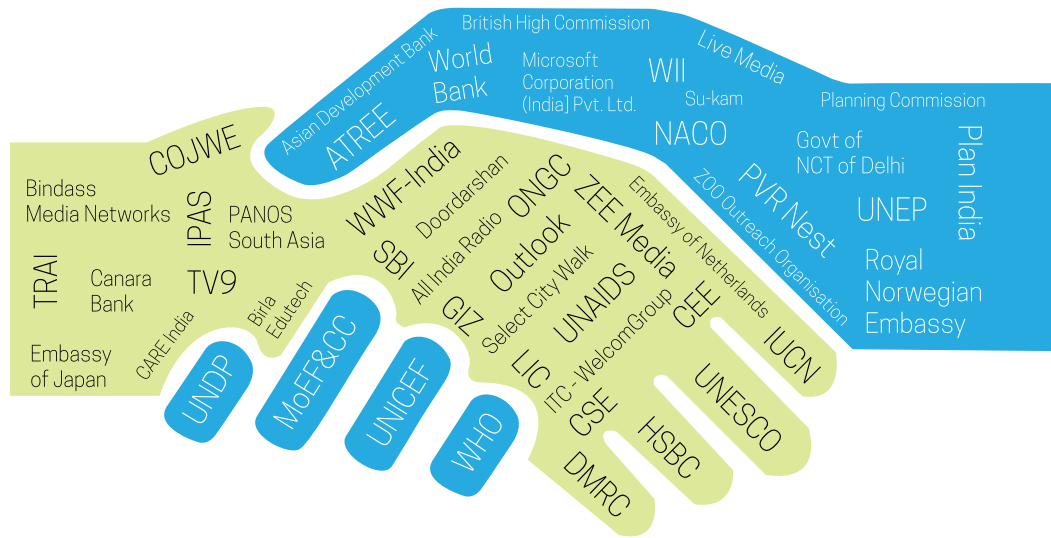
OUR PARTNERS

Multilateral and Bilateral Organisations

- Asian Development Bank (ADB), British High Commission
- British Council and University of Stirling, UK
- Commemorative of Japan World Exposition (COJWE)
- Commissions for AIDS in Asia, UNAIDS
- Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ)
- Department of International Development (DFID)
- Embassy of India, Abu Dhabi
- Embassy of Netherlands
- Embassy of Japan
- FH360
- German Technical Cooperation -Advisory Services in Environmental Management (GTZ ASEMI)
- HSBC Holdings PLC
- International Labour Organization (ILO)
- International Union for Conservation of Nature (IUCN)
- Joint United Nations Programme on HIV/AIDS (UNAIDS)
- PANOS South Asia
- Population Communication International (PCI)
- Royal Norwegian Embassy (RNE)
- Swedish International Development Cooperation Agency (SI DA)
- Swiss Agency for Development and Cooperation (SDC)
- Transparency International India (TIL)
- UNICEF Office for Andhra Pradesh, Telangana & Karnataka
- UNICEF Office for Uttar Pradesh
- UNICEF Office for Gujarat
- UNICEF Regional Office for South Asia (UNICEF-ROSA)
- United Nations Development Programme (UNDP)
- United Nations Environment Programme (UNEP)
- United Nations Population Fund (UNFPA)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations World Food Programme (UNWFP)
- World Health Organisation (WHO)
- World Bank (WB)

Government and Autonomous Bodies

- Andaman & Nicobar State AIDS Control Society
- Andhra Pradesh State AIDS Control Society (APSACS)
- Andhra Pradesh National Green Corps (APNGC)
- BAIF Development Research Foundation
- Commissionerate of Family Welfare (CFW), Government of Andhra Pradesh
- Central Leprosy Department
- Central TB Department
- Department of Environment and Forest, Government of Assam
- Department of Environment, Chandigarh Administration, UT
- Department of Environment, Government of NCT of Delhi
- Department of Environment, Government of Tamil Nadu
- Department of Forests and Environment, Ranchi
- Department of Sports and Youth Affairs
- Department of Women and Child Development (DWCD)
- Directorate of Adult Education Directorate of Higher Education Ministry of Agriculture
- Govt of NCT of Delhi
- Ipas India
- Kerala State AIDS Control Society (KSACS)
- Ministry of Information and Broadcasting (MIB)
- Ministry of Drinking Water and Sanitation (MDWS)
- Ministry of Environment and Forests (MoEF)
- Ministry of Health and Family Welfare (MoHFW)
- Ministry of Labour and Employment (MoLE)
- Ministry of Human Resources Development (MHRD)
- Ministry of Rural Development (MoRD)
- Ministry of Science and Technology (MoST)
- Ministry of Social Justice and Empowerment (MoSJE)
- Ministry of Welfare (Tribal Development Division)
- Maharashtra Pollution Control Board (MPCB)
- National Biodiversity Authority, Chennai



- National AIDS Control Organisation (NACO)
- National AIDS Control Programme (NACP-3) Planning Team
- National Commission on Women (NCW)
- National Commission for Minorities (NCM)
- National Vector Borne Disease Control & Eradication Programme (NVBDCP)
- Performance Management Division, Cabinet Secretariat
- Plan India
- Planning Commission
- Punjab Biodiversity Board (PBB)
- Punjab State Council for Science and Technology (PSCST), Chandigarh
- State Innovations for Family Planning Agency (SI FPSP)
- State Institute for Educational Management and Training (SIEMAT), Uttar Pradesh
- Telecommunications Regulatory Authority of India (TRAI)
- United Way of Mumbai
- VV Giri National Labour Institute (WGNLI)

Foundations, Associations, Non-profit Organisations, Coalitions

- Abu Dhabi Kerala Social Centre, Abu Dhabi
- Academy of Animation and Gaming (AAG), Noida, Uttar Pradesh
- Aranyak, Guwahati, Assam
- Asian Nature Conservation Foundation (ANCF), Banaglore, Karnataka
- Assam Branch Indian Tea Association (ABITA), Assam
- Ashoka Trust for Research in Ecology and the Environment (ATREE), Bangalore, Karnataka
- Birla Eductech
- Basic Research in Education & Development (BREAD)
- CARE India
- C P R Environmental Education Centre (CPREEC)
- Community Aid & Sponsorship Program (CASP)
- Center for Development and Human Rights (CDHR)
- Centre for Environment Education (CEE)
- Centre for Science and Environment (CSE)
- Council for Advancement of People's Action and Rural Technology (CAPART), New Delhi
- Development Alternatives (DA)
- Drishti Foundation, Delhi Eco-cine Film Festival, Brazil Global Green Peace (GGP), Kashmir Greater
- Hindustan Latex Family Planning Promotion Trust (HLFPPT), Noida, UP
- India Social and Cultural Centre, Abu Dhabi
- International Collective in Support of Fishworkers (ICSF)
- Kashmir, Kashmir Guwahati Cine Club (GCC)
- Khoj, Guwahati, Assam
- Nature Conservation Foundation (NCF)
- National Centre for Promotion of Employment for Disability People (NCPEDP)
- Manthan Yuva Sansthan, Ranchi, Jharkhand
- Ponds Citizen's Action Network (PondsCAN)
- Pragna
- Participatory Research in Asia (PRIA), New Delhi
- Population Foundation of India (PFI), New Delhi
- Public Service Broadcasting Trust (PSBT), New Delhi
- Salmi Ali Centre for Ornithology and Natural History (SACON)
- Shivakli Eco-Club, Govt. High School, Sirmour, Himachal Pradesh

- Suchitra Film Society, Bangalore, Karnataka
- University of Kashmir, Kashmir
- World Wildlife Fund (WWF), India
- ZOO Outreach Organisation

Academia

- Bloom Public School, New Delhi
- Sri Venkateshwar International School, New Delhi
- The Shri Ram Group of School
- Wildlife Institute of India (WII)

Corporations

- Bindass Media Networks
- Canara Bank
- DSP Merrill Lynch Ltd.
- Delhi Metro Rail Corporation (DMRC)
- Disney India
- Essar Investment Ltd
- HP Labs
- ITC Hotels
- Indian Airlines
- ITC - WelcomGroup
- Life Insurance Corporation of India (LIC)
- Live Media
- Maharaja Power
- Oil and Natural Gas Corporation Ltd (ONGC)
- Oriental Bank of Commerce (OBC)
- Select Citywalk Mall
- State Bank of India (SBI)
- Su-kam
- TATA Consultancy Services (TCS)
- Thermax Ltd.
- Union Bank of India
- The Hongkong and Shanghai Banking Corporation Ltd. (HSBC)
- Microsoft Corporation (India) Pvt. Ltd.
- PVR Nest
- UAExchange, Abu Dhabi
- World Space Asia Private limited


Media Organisations

- All India Radio (AIR)
- Delhi Events
- Doordarshan
- Down to Earth
- Geography and You
- Media Khabar.com
- Outlook Magazine
- Prasar Bharati
- TV9
- ZEE Media



“We are living in waste age, with so much pollution and environmental degradation. Film Festivals like CMS VATAVARAN makes one aware of duties towards nature.”

– Mr Adoor Gopalakrishnan
Eminent filmmaker &
Recipient of Dadasaheb Phalke Award
(CMS VATAVARAN Jury Chairperson)

A row of CMS trophies, which are silver-colored with a stylized flame or flower design on top, are arranged in a diagonal line on a chessboard. The chessboard is partially visible, showing some squares and pieces. The background is a solid blue color.

For Further Details
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