

presents

GOA – CMS **vatavaran**

Film Festival & Forum

festival theme



LiFE
Lifestyle for
Environment

Festival Report



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Contents

SUMMARY	1
Pre-Inaugural Press Conference.....	4
DAY One – 5th March 2023, Inaugural Ceremony.....	5
DAY TWO- 6th March 2023	12
On The Spot Wildlife Quiz Competition	14
Discussion with Filmmaker Gautam Pandey.....	15
Exhibition by WTI	16
Program at BITS Pilani Goa Campus.....	16
MOJO Filmmaking Workshop	18
DAY Three- 7th March 2023, ESG	20
Audience Interaction.....	25
Valedictory ceremony.....	26
Media Coverage.....	28
Promotional Materials	34
CMS VATAVARAN Social Media Coverage	36
SOCIAL MEDIA COVERAGE BY OTHERS.....	38
Festival Partners	40

SUMMARY

CMS VATAVARAN in collaboration with IUCN Commission on Education and Communication (CEC) organised the first Film Festival & Forum on LiFE (Lifestyle For Environment) in the state of Goa from 5th -7th March 2023 at Entertainment Society of Goa (ESG) and BITS Pilani, Goa. #NatureForAll, Wildlife Trust of India, Video volunteers, BITS Pilani Goa Campus, Vidnyan Parishad, Goa & the Assagao Mehfil also supported this program.

The Film Festival & Forum on LiFE in Goa commenced with an opening ceremony graced by the presence of the esteemed Chief Minister of Goa, Shri. Pramod Sawant. The event also featured a musical concert curated by Mr. Sandeep Srivastava, which showcased the talent of some of the most renowned artists from Goa. The festival spanned over two days, and the programs included captivating film screenings, insightful panel discussions, and a MOJO Film making workshop that emphasized the use of smartphones as a tool for environmental education. Additionally, the event focused on enhancing the role of youth in conservation and other crucial aspects of the environment & conservation.

Over the next two days, the Film Festival & Forum on LiFE in Goa featured thematic film screenings, panel discussions, and green filmmaking workshops held simultaneously. The films were screened on 6th and 7th March 2023, and each screening was followed by a thematic panel discussion. The screenings and panel discussions were categorized into four themes: Marine Conservation, Youth Engagement in Climate Change Mitigation, Water, Sanitation and Sustainable Lifestyle for Building Resilient Cities, and Nature Conservation for Climate Action. The discussions included open forum discussions with experts and regional filmmakers.

The four panels consisted of experts from various relevant fields, including policymakers, educators, and representatives from IUCN CEC. The panellists shared diverse perspectives and experiences, creating a vibrant and inclusive conversation. The event saw several notable speakers, including Mr. Sean Southey (Chair for the Commission on Education and Communication (IUCN-CEC) at the International Union for Conservation of Nature), Dr. P N Vasanti Rao (DG, CMS), Ms Minal Desai Shirodkar (Assistant Professor of Zoology, Ph.D., Goa University), Mr B.C Choudhury (Executive Trustee and Principal Investigator of Aquatic Projects, WTI), Ms Vatosoa Rakotondrazafy (CEC Regional Vice Chair for Eastern and Southern Africa), Mr Sujit Dongre (Deputy Programme Coordinator, CEE, Goa), Dr. Solano Da Silva (Assistant Professor, Department of Humanities and Social Sciences, BITS Goa), Ms Radhika Mulay (Researcher, Centre for Water Research and Living Waters Museum, IISER, Pune), Ms Diana Garlytska (CEC Regional Vice Chair for West Europe and Co-Chair of Youth Engagement and Intergenerational Partnerships, Lithuania), Ms Tallulah D Silva (Founder/Principal Architect, Architecture T, Goa), Mr Shashwat Gupta Ray (Deputy Editor, Herald Group of Publications, Goa), Ms Margaret (Meg) Beckel (Former CEO Canadian Museum of Nature), Mr Luis Alberto

CAMARGO (CEC Regional Vice Chair for South America and Co-Chair of Nature Education for Sustainability), Dr Pradip Sarmokadam (Member Secretary Goa Biodiversity Board), Dr Erach Bharucha (Director, Bharati Vidyapeeth Institute of Environment Education and Research, Pune), and filmmaker Mr Gautam Pandey.



During the festival, a total of 22 national and international award-winning films were screened. These films covered a diverse range of environmental issues such as marine conservation, climate change adaptation and mitigation, wildlife conservation, water conservation, forest conservation, and sustainable livelihood. The festival was open to all, and over 700 individuals participated in this three-day event.





Pre-Inaugural Press Conference

On March 4th, a pre-inaugural press conference was held at Hotel Fortune Miramar Goa, Off Miramar Beach near Albamar Colony, Panaji to inform the media and press of the upcoming events in the three-day festival.

The conference was hosted by Dr. Vasanti Rao, DG, CMS VATAVARAN, along with IUCN CEC representatives Mr. Sean Southey, Chair for IUCN-CEC, and Mr. Luis Alberto Camargo, CEC Regional Vice Chair for South America. Eleven journalists from different media houses such as Goan Varta Live, DD News O Heraldo, DIP, Goa News Hub, Gomantak, Dainik Sanatan Prabhat, and others attended the conference and discussed festival-related questions to cover in their print and digital media.

During the conference, they discussed the festival's details, including the cultural performances, attractions, and activities that would take place. They also provided information on the opening and closing ceremonies, as well as the various events that would be held throughout the festival. The representatives also answered any queries the media and press had and thanked them for their interest, expressing their excitement for a successful festival.



DAY One – 5th March 2023, Inaugural Ceremony

The festival kicked off with a lighting ceremony by Dr Pramod Sawant, Honourable CM of Goa, in the presence of distinguished dignitaries and their felicitations. The opening film and a musical concert of Bhoomi Mangalam curated by Sandeep Srivastava and prominent artists from Goa followed the ceremony. More than 60 people attended the inaugural ceremony, which saw the esteemed guests, including the Honourable Chief Minister Shri. Pramod Sawant, Mr. Southey Sean, IUCN CEC Chair, and Dr. Vasanti Rao, DG, CMS, lighting the lamp.

The Film Festival & Forum on LiFE in Goa commenced with a warm and gracious welcome speech delivered by Dr. Vasanti Rao, Director General, CMS. Her speech set the tone for the entire event, emphasizing the significance of the festival in promoting environmental awareness and showcasing the rich natural heritage of the state of Goa.



Dr. Rao highlighted the festival's unique LiFE mission, which focused on promoting sustainable lifestyles for the environment. She expressed her gratitude to all the attendees, sponsors, and participants who made the festival a reality, and commended their collective efforts towards building a more sustainable future.

In her speech, Dr. Rao also touched upon the various initiatives undertaken by the CMS towards promoting environmental conservation, including biodiversity conservation, climate change mitigation, and sustainable development. She emphasized the importance of collective action in creating a positive impact on the environment and encouraged all attendees to take an active role in promoting sustainable practices in their daily lives.

Overall, Dr. Rao's welcome speech was an inspiring call to action, setting the stage for the enlightening and informative discussions and activities that followed. It was a reminder of the critical role that each and every one of us plays in safeguarding the environment and promoting a sustainable future.

A world-renowned conservation communication expert, Mr. Sean Southey, IUCN CEC Chair, has witnessed the power of events like the Film Festival & Forum on LiFE in Goa in driving environmental awareness and inspiring collective action. In his address, he highlighted the significance of such events in mobilizing communities and raising awareness about pressing environmental issues.



Mr. Southey emphasized that the festival provides an excellent opportunity for individuals from different walks of life to come together and exchange ideas, share experiences, and learn from one another. He expressed his appreciation for the efforts of the organizers and participants in making the festival a reality and commended their commitment to creating a more sustainable future.

The IUCN CEC Chair further highlighted the importance of conservation communication in mobilizing action towards environmental conservation. He emphasized the role of storytelling and creative communication in inspiring people to take action and effect change. Mr. Southey

reiterated the critical role of events like the Film Festival & Forum on LiFE in Goa in promoting environmental awareness and mobilizing collective action. He expressed his hope that the festival would continue to inspire change and drive progress towards a more sustainable future.

The Inaugural address was delivered by the Honourable Chief Minister of Goa, Shri. Pramod Sawant, who began by underscoring the importance of the Film Festival & Forum on LiFE in Goa in promoting environmental awareness and showcasing the state's natural beauty. He emphasized the festival's inspiring LiFE mission and the Goa Government's unwavering commitment to making the state more sustainable and eco-friendly.



The Chief Minister further expressed his gratitude to the organizers for providing a platform to celebrate the state's natural heritage and encourage sustainable practices. He also commended the efforts of all those involved in making this festival a reality and extended a warm welcome to all the IUCN CEC chapter heads.

In his address, the Chief Minister also reaffirmed his government's commitment to fulfilling the dream of the Honourable Prime Minister of India, Mr. Narendra Modi, towards environmental conservation. He highlighted the various initiatives undertaken by the state government to reduce carbon emissions, promote renewable energy, and protect biodiversity.

He concluded his speech by lauding the CMS for organizing this unique and first-of-its-kind festival, emphasizing its potential to inspire change and raise awareness about environmental issues. He expressed his hope that this festival would serve as a catalyst for the state's continued efforts towards building a more sustainable future.

The inaugural ceremony of the Film Festival & Forum on LiFE in Goa was made even more vibrant with a musical concert by Bhoomi Mangalam, curated by Mr. Sandeep Srivastava, and some of the most prominent artists from Goa. The live music and vocal performance aimed to evoke the essence of Mother Earth and celebrate the richness of the natural world. It was a tribute to the beauty and diversity of our planet and a reminder of our responsibility to preserve it for generations to come.



As the musicians played, the audience was transported to a world of natural beauty and harmony. The blend of traditional and contemporary music created a unique soundscape that was both soothing and invigorating. The mesmerizing rhythms and soulful melodies of the music echoed through the venue and left a lasting impression on the hearts and minds of the audience.

Adding to the artistic display of the ceremony, a short Kathak dance performance was presented, celebrating the Earth as our mother. The graceful movements and expressive gestures of the dancer brought to life the beauty and power of nature. It was a beautiful expression of our connection with the planet and a reminder of our responsibility to care for it.

Overall, the musical concert and Kathak dance performance at the inaugural ceremony of the Film Festival & Forum on LiFE in Goa were powerful reminders of the beauty and fragility of the natural world. It set the tone for the inspiring and thought-provoking discussions and activities that followed and left a lasting impact on all those in attendance.







DAY TWO- 6th March 2023

The second day of the Film Festival & Forum on LiFE in Goa was a resounding success, with attendees from all walks of life coming together to celebrate and learn about environmental conservation. The festivities began with a warm welcome address and an introduction to the festival, which set the stage for an enlightening and engaging day of thematic film screenings and panel discussions.

Approximately 600 people attended the first day of the festival at ESG, Goa, eager to learn more about marine conservation and other critical environmental issues. The thematic film screenings were a highlight of the day, featuring a range of national and international award-winning films that focused on marine conservation. From *The Ghost Nets* and *Fishing Palk Bay* to *Elephants in My Backyard* and *Heroes of the Wild Frontiers: The Fragile Islands*, each film highlighted the importance of protecting our oceans and the species that call it home.

After the screenings, attendees gathered in Audi 1 at ESG for a stimulating panel discussion on marine conservation. The panel consisted of experts from various fields, including policymakers, educators, and representatives from IUCN CEC. The discussion was lively and informative, providing attendees with a wealth of knowledge and insights on marine conservation.

Simultaneously, at Audi 2, the MOJO filmmaking workshop was conducted, focusing on using smartphones as a tool for environmental education. The workshop was a hands-on experience, providing attendees with the opportunity to learn about the art of filmmaking while also gaining valuable insights into environmental conservation.

Overall, the first day of the festival was a celebration of environmental conservation and a reminder of the importance of coming together to protect our planet. The thematic film screenings and panel discussions were informative and thought-provoking, inspiring attendees to take an active role in building a more sustainable future.

The panel discussion **"What Strategies Can Be Implemented to Overcome the Challenges of Human Activities on Marine Life?"**

The panel discussion titled **"What Strategies Can Be Implemented to Overcome the Challenges of Human Activities on Marine Life?"** was held as part of the Film Festival & Forum on LiFE in Goa. The session was moderated by Dr. Vasanti Rao, CEC Regional Vice Chair South and South-eastern Asia and Co-Chair of Nature Education for Sustainability, Director General, Centre for Media Studies (CMS), India.

The panellists included Minal Desai Shirodkar, Assistant Professor of Zoology at Goa University, B.C Choudhury, Executive Trustee and the Principal Investigator of Aquatic Projects at Wildlife Trust of India, and Vatosoa Rakotondrazafy, CEC Regional Vice Chair for Eastern and Southern Africa.

The panel discussion focused on the impact of human activities on marine ecosystems and biodiversity and ways to overcome these challenges. The discussion covered topics such as sustainable fishing practices, responsible waste management, the role of governments and businesses in reducing negative impacts, the need for international cooperation, and the potential for restoration and conservation efforts to protect marine life for future generations.

Minal Desai Shirodkar shared her expertise in the field of biodiversity and conservation tourism as a strategy to promote conservation among BRICS countries. B.C Choudhury discussed his work in training wildlife managers and his role in various specialist groups such as the IUCN-SSC Marine Turtle Specialist Group and Crocodile Specialist Group. Vatosoa Rakotondrazafy shared her experience in advocating for small-scale fishers and her success in defending their rights in Madagascar.



The moderated panel discussion was followed by an open-ended Q&A session, allowing the audience to engage with the panellists and share their own insights and ideas. The session provided a valuable platform for experts to share their insights and best practices on Marine Conservation.

During the panel discussion, the experts discussed key topics related to marine conservation, such as the impact of human activities such as overfishing, plastic pollution, and climate change on marine ecosystems and biodiversity. They highlighted the importance of sustainable fishing practices and responsible waste management to protect marine life. The role of governments, businesses, and communities in reducing the negative impacts of human activities on the ocean was also emphasized. The panellists also emphasized the need for international cooperation and coordination to address global marine degradation.

Another important aspect of the discussion was the potential for restoration and conservation efforts to reverse the damage caused by human activities and protect marine life for future generations. The experts shared their experiences and discussed various strategies to mitigate the negative impact of human activities on the ocean and promote sustainable practices.

Overall, the panel discussion provided an opportunity to hear from experts in the field from around the globe, engage in thought-provoking discussions, and exchange ideas on how we can work together to address the challenge of climate change and promote marine conservation.

On The Spot Wildlife Quiz Competition

As part of the festival, an engaging and informative on-the-spot quiz competition on wildlife conservation was conducted. The competition comprised of 25 questions on various topics related to fauna, wildlife, and conservation. The questions were designed to test the knowledge and understanding of the participants on the subject matter.

A total of 15 students from different colleges and schools participated in the competition, and they demonstrated an impressive understanding of the topics. They were awarded appreciation certificates for their correct answers, which was a testament to their hard work and dedication towards wildlife conservation.



The quiz competition served as an excellent platform to educate and inspire the younger generation towards wildlife conservation. It was a fun and interactive way to engage with the students and encourage them to learn more about the importance of preserving our natural heritage.



Discussion with Filmmaker Gautam Pandey

Filmmaker Mr. Gautam Pandey added further value to the festival by joining the audience at ESG and addressing them after the screening of his film, **Gyamo - Queen of the Mountains**. Gautam is a highly accomplished wildlife filmmaker and a National Award winner. His passion for wildlife and nature is reflected in his work, and he uses films as a medium to create awareness about wildlife and document unique animal behavior in the wild. During the festival, he shared his experiences while making **Gyamo - Queen of the Mountains** and addressed some wildlife conservation issues.

It was a wonderful opportunity for the audience to learn from Gautam, who has dedicated his life to creating awareness about wildlife conservation through his films. His insights and experiences served as a valuable contribution to the festival, and the audience appreciated the chance to hear from such a renowned expert in the field. Gautam's presence added another layer of richness to the festival, and his film left a lasting impact on the audience, inspiring them to take action towards wildlife conservation.





Exhibition by WTI

The Wildlife Trust of India (WTI) is an Indian nature conservation organization committed to protecting wildlife and its habitat, and promoting conservation education and public awareness. WTI believes in providing holistic solutions to conservation issues through a participatory and inclusive approach. The organization also works towards rescuing and rehabilitating distressed wildlife, reducing human-wildlife conflict, and promoting sustainable livelihoods for local communities.

As a festival Program partner, during the festival, the WTI team displayed various outreach resources that showcased their campaigns, stories of conservation, and marine conservation. The materials included posters, pamphlets, and other educational materials related to wildlife conservation. Many students showed interest in these resources and interacted with the WTI team to learn more about their efforts. This initiative by WTI helped to create awareness and educate the public about the importance of wildlife conservation and the need to protect the natural habitat of wildlife.

Program at BITS Pilani Goa Campus

A half-day film screening and panel discussion program were held at the BITS Pilani, Goa Campus during the festival. The program began with Mr Sabyesachi Bharti, Deputy Director CMS VATAVARAN, introducing the festival. A documentary film screening of Education on the Boat - A New Hope for Tomorrow by K M Taj Biul Hasan from Bangladesh was followed by a panel discussion on the topic of "How Can We Strengthen the Engagement of Youth in Climate Change Mitigation and Adaptation Efforts?"

The panel discussion featured renowned speakers from various fields. These speakers included Ms. Diana Garlytska, CEC Regional Vice Chair for West Europe and Co-Chair of Youth Engagement and Intergenerational Partnerships, Lithuania. Diana Garlytska, Co-Chair of the Steering Committee at Coalition WILD, is an expert in academia, teaching, and research work.

Geetha Bakilapadavu, Associate Professor at BITS Pilani, K.K. Birla Goa Campus, is known for her work in interdisciplinary areas of research. Sujit Dongre, Deputy Programme Coordinator, CEE, Goa, has extensive experience in environmental education, research, conservation education, and education for sustainable development. Dr. Solano Da Silva, Assistant Professor, Department of Humanities and Social sciences, BITS Goa, has conducted extensive research on land-use planning and alternative urban imaginaries. Radhika Mulay, Researcher, Centre for Water Research and Living Waters Museum, IISER, Pune, specializes in water science, policy, and management.

The session was moderated by Mr. Southey Sean, IUCN CEC Chair, who facilitated an engaging and informative discussion on the challenges and opportunities related to environmental sustainability and climate change mitigation.

The panel discussion focused on the role of Education for Sustainable Development (ESD) in empowering students and youth to tackle climate change and help shape the future of education in this critical area. The discussion covered key topics such as the role of education in raising awareness of climate change and its impacts, the importance of youth engagement and empowerment in addressing climate change, the role of technology and innovation in promoting sustainable development and mitigating the effects of climate change, the need for intergenerational collaboration and cooperation in tackling climate change, and the development of education and training programs that promote sustainable lifestyles and environmentally responsible behaviour.





Overall, the panel discussion provided valuable insights into the role of ESD in promoting sustainability and empowering students and youth to address climate change. It emphasized the need for cooperation and collaboration between different sectors and generations to achieve a sustainable future.

MOJO Filmmaking Workshop

The importance of awareness and education in the fight against climate change cannot be overstated, and the Environmental Mobile Journalism (Envi-Mojo) Youth Leaders program seeks to empower young people to inform and raise awareness about grassroots environmental issues. This was the aim of the two-day workshop conducted on March 6 and 7, 2023, during the Film Festival & Forum on LiFE in Goa. The workshop was facilitated by Ms. Purnima Damade, Senior Producer with Video Volunteers, and a total of 24 participants completed the program.

The participants were divided into five groups, and after training in short film making on conservation issues, they screened their individual group's movies. The training during the workshop included topics such as Fundamentals of Environmental/Conservation Filmmaking, how to make Environmental/Conservation films, Nuance of Visual Story Telling, and representing Data in the films.



The students were also given practical training in scripting, production, and post-production, including cinematography rules, on-location audio, and graphics, text, and subtitling.

On the second day, the participants were tasked with conceptualizing and producing short films with a maximum length of 180 seconds, which were then evaluated by the workshop facilitator and their peers. The completion of the workshop was marked with the conferment of certificates of completion to the participants by the esteemed guests present at the end of the festival.

The Envi-Mojo program is an important initiative that seeks to engage young people in the fight against climate change by providing them with the necessary skills and resources to raise awareness and inspire change. By incorporating environment and climate change-related themes into short films, the Envi-Mojo program has the potential to open up a new dimension to scientific ideas and interests, inspiring audiences to engage in a broader discussion of the issues at hand.



DAY Three- 7th March 2023, ESG

The third day of the festival was a success, with thematic film screenings followed by two panel discussions and a valedictory ceremony in the ESG auditorium. The screenings showcased award-winning films on water conservation and waste management from national and international levels, such as Water Contamination and Control, New City, Alternative Paths (Waste Management, REBELLIOUS WASTE, and Water Be Dammed).

A panel discussion on the interdependence of water conservation, sanitation, and waste management in building resilient cities followed the screenings.



The panel discussion included notable speakers from different fields. Ms. Tallulah D Silva, Founder/Principal Architect, Architecture T, Goa, specializes in cost-effective and sustainable architecture. She has also done research and pilot projects on greywater root zone systems and dry toilets as water conservation initiatives.

Mr. Shashwat Gupta Ray, Deputy Editor, Herald Group of Publications, Goa, is a multiple award-winning defence journalist with 20 years of experience. Ms. Margaret (Meg) Beckel, former CEO of the Canadian Museum of Nature, is an accomplished leader in the education, post-secondary, and arts & culture sectors.

The session was moderated by Mr. Luis Alberto CAMARGO, CEC Regional Vice Chair for South America and Co-Chair of Nature Education for Sustainability. Mr. Camargo is the founder and Director of the Organization for Environmental Education and Protection (OpEPA), a non-profit organization registered in Colombia and the USA, which has worked directly with over 120,000

children and youth and helped thousands of educators incorporate nature into their work. OpEPA focuses on the advancement of nature-based and regenerative education, heritage interpretation, and weaving.



The key topics discussed during the panel included the importance of water conservation, sanitation, and waste management in building resilient cities, the interdependence of these three elements in ensuring sustainable and resilient cities, the challenges posed by rapid unplanned urbanization on water conservation, sanitation, and waste management strategies, best practices for integrating water conservation, sanitation, and waste management strategies in urban planning and development, and the role of public-private partnerships and community engagement in promoting sustainable water and waste management in cities.

Each of the panellists addressed the participants individually and shared their experiences and knowledge on the topics discussed. The panellists were honoured with mementoes at the end of the session. Overall, the panel discussion provided valuable insights on how to effectively integrate water conservation, sanitation, and waste management strategies in building resilient cities.



The post lunch session of the third and last day of the festival began with a film screening of the award-winning documentary "Global Warning - Kashmir Chapter," followed by an insightful panel discussion on the topic of "How is conservation of nature linked to Climate Action?" The esteemed speakers in this panel were individuals who have dedicated their lives to environmental conservation and have made significant contributions to the field.

Firstly, Dr. Pradip Sarmokadam, Member Secretary of the Goa Biodiversity Board, shared his knowledge and experience as a former Jt. CEO of Digital & Environmental Solutions Pvt. Ltd, with an MSc in Ecology and Environment and a PhD in Coastal Pollution and Solid Waste Management. He has been working tirelessly to promote environmental sustainability in his community through training and CSR programs.



Secondly, Dr. Erach Bharucha, Director of Bharati Vidyapeeth Institute of Environment Education and Research, Pune, discussed his extensive work in implementing environmental education programs for schools, colleges, and the public.





He has won numerous awards for his contributions to the conservation of nature, including serving as Chairman of the Maharashtra State Biodiversity Board and working with the National Biodiversity Authority. His vast knowledge on wildlife and nature conservation, as well as the history of environmental management in India, made him a valuable addition to the panel.



Finally, Mr. Luis Alberto Camargo, CEC Regional Vice Chair for South America and Co-Chair of Nature Education for Sustainability, shared his insights on the topic. He is the founder and Director of the Organization for Environmental Education and Protection (OpEPA), a non-profit organization that has worked directly with over 120,000 children and youth, helping thousands of educators incorporate nature into their work.

The panel discussion was moderated by Mr. Sean Southey, IUCN CEC Chair. With over 30 years of experience in the development and communications field, Sean has a multi-sector background and is deeply committed to community empowerment and using creative media to facilitate social change.

The discussion touched upon several key topics related to biodiversity conservation and climate change mitigation. One of the key topics discussed was how biodiversity conservation can contribute to reducing greenhouse gas emissions and enhancing carbon sequestration. The experts explained how preserving and restoring natural ecosystems like forests, wetlands, and grasslands can help in reducing carbon emissions and increasing carbon sequestration, thereby contributing to climate change mitigation.

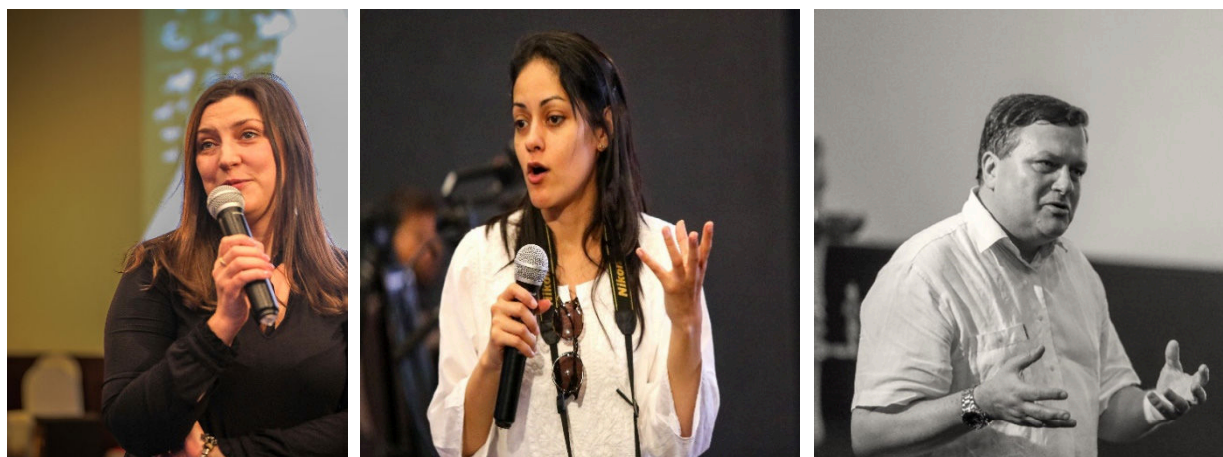
Another topic discussed was the challenges of integrating biodiversity considerations into climate change policy and action. The panelists highlighted the need for integrating biodiversity into climate policies and the challenges involved in doing so. They also discussed the importance of creating awareness among policymakers and the public about the interlinkages between biodiversity and climate change.

The experts also discussed the best practices for linking biodiversity conservation and climate change mitigation at the local, national, and international levels. The panelists emphasized the need for collaborative efforts among different stakeholders, including governments, NGOs, local communities, and businesses, to promote sustainable development and biodiversity conservation.



Audience Interaction

Throughout the festival, students, guests, and civil society were actively engaged in discussions about various films and environmental issues related to those films. After each screening session, there was a Q&A session where the audience could ask questions and share their thoughts.



One film that sparked a lot of discussions was "Peng Sa Yu", which shed light on the problem of illegal poaching of manta ray sharks. Many in the audience were shocked to learn about the magnitude of the problem and the impact it has on the marine ecosystem. There was also a lot of discussion about the topic of microplastic pollution, which was a key issue raised in the film.

Another film that generated a lot of discussions was "Jalal Jilani's Global Warning", which focused on climate change-related issues in the region. The audience shared their thoughts and concerns about the impact of climate change on their daily lives and discussed potential solutions to mitigate the effects.

The film "Gyamo", which was about the conservation of snow leopards, was also well-received by the audience. The filmmaker, Gautam Pandey, was present at the screening and engaged in a lively discussion about the challenges of conservation and the role of local communities in preserving endangered species.

Water contamination issues in India were another topic of discussion after watching films like "Water Contamination and Control" and "Water Be Dammed". The audience expressed their concerns about the lack of access to clean drinking water in many parts of the country and discussed potential solutions to address the issue.

Overall, the Q&A sessions after each film screening provided a valuable platform for the audience to engage in meaningful discussions about environmental issues. The festival succeeded in bringing together a diverse range of people to raise awareness about important environmental challenges and spark positive action for a sustainable future.

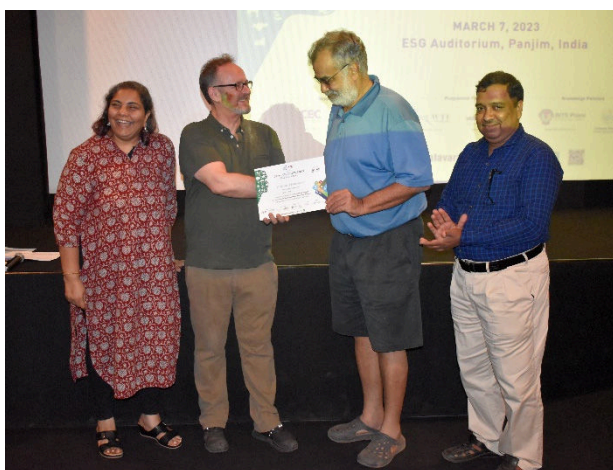
Valedictory ceremony

The grand finale of the festival was marked by a closing ceremony that left a lasting impression on all attendees. With great enthusiasm, the twenty-five participants of the Film Making Workshop were called up to receive their participation certificates from the esteemed Chief Guest, Dr. Pradip Sarmokadam, Member Secretary of the Goa Biodiversity Board. It was a proud moment for them as they took their certificates with a sense of achievement and gratitude.

The organizers of the festival took this opportunity to recognize the invaluable support of their partners and members. Certificates of appreciation were presented to them as a token of gratitude for their contribution in making the festival a grand success.

Adding to the excitement of the ceremony, the winners of the quiz competition were also felicitated with certificates. The audience cheered as they walked up to receive their well-deserved accolades.

The closing ceremony was a perfect finale to the festival, leaving the audience with a sense of satisfaction and fulfilment. It was a testament to the hard work, dedication, and passion of all those involved in making the festival a grand success.





Media Coverage

The Goa CMS VATAVARAN Festival and Forum 2022, a beacon of hope in the fight for environmental sustainability, has garnered considerable media coverage. The event has been widely reported by local newspaper dailies, local TV channels, Doordarshan (DD) and various social media sites. The festival has attracted the attention of media representatives who have been keenly following the festival's programmes and activities. The presence of newspaper dailies during the festival has ensured comprehensive and extensive coverage of all events and discussions, enabling audiences to stay updated on the latest developments in the field of environmental conservation. The festival has truly been a catalyst for generating awareness about environmental issues, as well as promoting sustainable practices and encouraging people to take responsibility for the planet.

Some of the prominent ones are given here-

1. Gomantak Goa



<https://www.dainikgomantak.com/goa/environmental-film-festival-forum-on-life-to-be-held-on-march-5-to-7-2023-in-panaji-today-rrs99>

2. IUCN



<https://iucn.org/news/202303/cms-vatavaran-film-festival-forum-life-go>

3. IUCN



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Story | 10 Dec, 2018

Collaborative marine stranding network: Ocean Watch - Goa

In recent years, with increasing social awareness and interest in marine science, there has been an increase in reporting of stranding incidents of marine species in the media. In an effort to systematically document such marine stranding incidents along the entire Goa coastline and to support rescue and release of live marine cetaceans and turtles, IUCN India (under their Mangroves for the Future regional initiative), in partnership with Terra Conscious, the Goa Forest Department and Drishti Marine initiated a set of capacity building workshops for lifeguards and forest guards which led to the establishment of a Marine Wildlife Stranding Network, Ocean Watch - Goa, a pioneering public-private collaborative, structured network which provides comprehensive and continuous monitoring of the coast of Goa. The one year report of the stranding network has now been launched and is available online.

<https://www.iucn.org/news/india/201812/collaborative-marine-stranding-network-ocean-watch-go>

4. Herald



WEDNESDAY, MARCH 15, 2023

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E-PAPER

05 Mar 2023 | 06:29am IST

Canadian tourist returns to Goa after 14 years as conservationist for the sake of State's ecology

Environment communicator, Sean Southey is in Goa as the Chair of IUCN-CEC, which is organising Asia's biggest environmental film festival 'CMS Vatavaran'



<https://www.heraldgoa.in/Goa/Canadian-tourist-returns-to-Goa-after-14-years-as-conservationist-for-the-sake-of-State%E2%80%99s-ecology/201955>

5. Herald



<https://www.heraldgoa.in/Goa/Goa-govt-is-committed-towards-sustainable-development-of-the-State-says-CM/201982>

6. Herald



<https://www.heraldgoa.in/Goa/Veteran-ecologist-suggests-%E2%80%99turtle-tourism%E2%80%99-for-Goa/202052>

7. Jantaserishta



<https://jantaserishta.com/local/goa/veteran-ecologist-suggests-turtle-tourism-for-go-2103138>

8. Gomantak Times



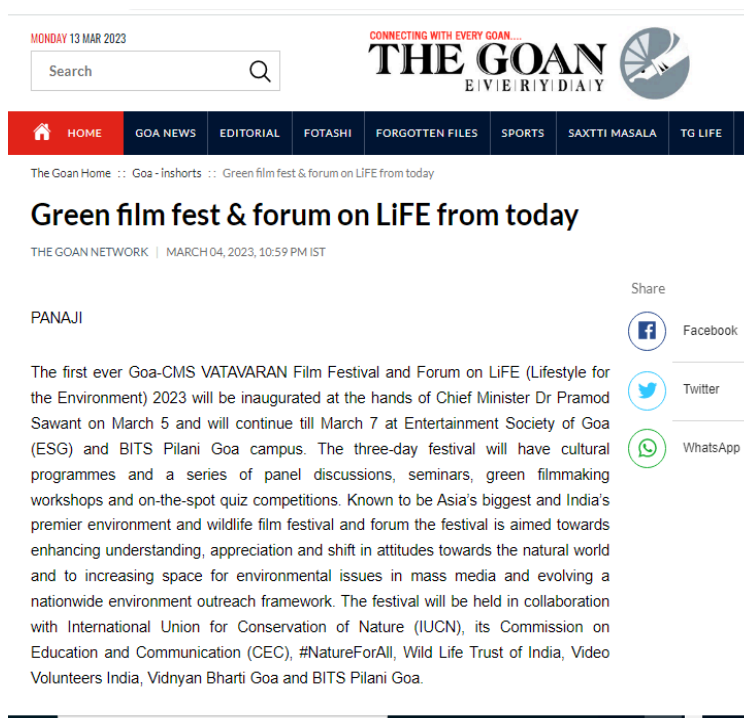
<https://www.gomantaktimes.com/my-go/things-to-do/missed-the-international-film-festival-of-india-in-go>

9. Herald



<https://www.heraldgoa.in/Goa/Goa-to-host-Asia%E2%80%99s-biggest-environmental-film-fest/201935>

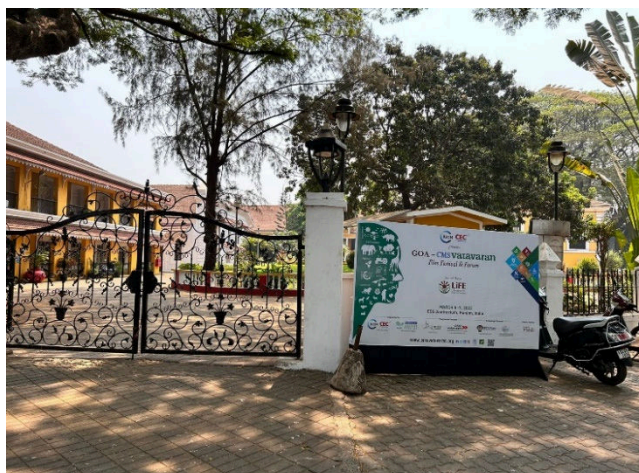
10. The Goan



<https://www.thegoan.net/goa-inshorts/%EF%BB%BFgreen-film-fest-forum-on-life-from-today/96039.html>

Promotional Materials

Banners and posters of the festival were designed and put up across the venues on various locations to inform people on the festival.


A promotional poster for the Goa - Chu Vatawaram Film Festival & Forum. The poster features a green silhouette of a head filled with icons representing various environmental and social themes. The text includes the festival name, theme 'LIFE Lifestyle for Environment', dates 'MARCH 5-7, 2023', and location 'ESG Auditorium & BITS Pilani - Goa Campus, Panjim, India'. It also lists sponsors and partners.

GOA - Chu Vatawaram Film Festival & Forum
festival theme **LIFE** Lifestyle for Environment
MARCH 5-7, 2023 | ESG Auditorium & BITS Pilani - Goa Campus, Panjim, India

Sponsored by: IUCN CEC, INSPIRED BY #NATURE FOR ALL

Programme Partners: WTI, video volunteers

Knowledge Partners: BITS Pilani, Vidyaan Filmfest Goa

Cultural Partner: Mehfil

Sustainable Development Goals (SDGs) represented in the diamond shape:

- 3. GOOD HEALTH
- 6. CLEAN WATER AND SANITATION
- 7. CLEAN ENERGY
- 8. ECONOMIC GROWTH
- 11. SUSTAINABLE CITIES AND COMMUNITIES
- 12. RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13. CLIMATE ACTION
- 14. LIFE BELOW WATER
- 15. LIFE ON LAND
- 16. PEACE AND JUSTICE STRONG INSTITUTIONS
- 17. PARTNERSHIPS FOR THE GOALS

IUCN CEC presents
GOA - CMS vatavaran
Film Festival & Forum

PANEL DISCUSSION
"How is conservation of nature linked to Climate Action?"

MARCH 7, 2023
ESG Auditorium-1, Panjim, India

Speakers:
Dr. Pradip Sarmakadam
Member Secretary Goa
Biodiversity Board

Dr. Erach Bharucha
Director, Bharati Vidyapeeth
Institute of Environment
Education and Research, Pune

Karen Keenleyside
Co-Chair of
#NatureforAll

Moderator: Sean Southey, IUCN CEC Chair

Supported by: IUCN CEC, WTI, video volunteers, BITS Pilani, Mehta

Programme Partners: WTI, video volunteers, BITS Pilani, Mehta

Knowledge Partners: WTI, video volunteers, BITS Pilani, Mehta

Cultural Partner: Mehta

www.cmsvatavaran.org

IUCN CEC presents
GOA - CMS vatavaran
Film Festival & Forum

PANEL DISCUSSION
"How Can We Strengthen the Engagement of Youth in Climate Change Mitigation and Adaptation Efforts?"

MARCH 6, 2023 | 02:00 pm - 05:00 pm
BITS Pilani - Goa Campus, Panjim, India

Speakers:
Dr. Solano Da Silva
Assistant Professor,
Dept. of Humanities and Social
Sciences, BITS Goa

Sujeet Dongre
Deputy Programme
Coordinator, CEE

Radhika Mulay
Researcher, Centre for Water
Research and Living Waters
Museum, IISER, Pune

Margaret Otieno
CEC Deputy Chair,
Wildlife Club of Kenya

Moderator: Diana Garlytska, CEC Regional Vice Chair for West Europe

Supported by: IUCN CEC, WTI, video volunteers, BITS Pilani, Mehta

Programme Partners: WTI, video volunteers, BITS Pilani, Mehta

Knowledge Partners: WTI, video volunteers, BITS Pilani, Mehta

Cultural Partner: Mehta

www.cmsvatavaran.org

IUCN CEC presents
GOA - CMS vatavaran
Film Festival & Forum

PANEL DISCUSSION
"What Strategies Can Be Implemented to Overcome the Challenges of Human Activities on Marine Life?"

MARCH 6, 2023
ESG Auditorium-1, Panjim, India

Speakers:
Minal Desai Shirodkar
Assistant Professor of Zoology
Ph.D., Goa University

B C Choudhary
Executive Trustee and the
Principal Investigator of
Aquatic Projects, WTI

Vatsooa Rakotondrazafy
CEC Regional Vice Chair for
Eastern and Southern Africa

Moderator: Dr. Vasanti Rao, Ph.D. CEC Regional Vice Chair South and Southeastern Asia, Co-Chair of Nature Education for Sustainability & DO CMS

Supported by: IUCN CEC, WTI, video volunteers, BITS Pilani, Mehta

Programme Partners: WTI, video volunteers, BITS Pilani, Mehta

Knowledge Partners: WTI, video volunteers, BITS Pilani, Mehta

Cultural Partner: Mehta

www.cmsvatavaran.org

IUCN CEC presents
GOA - CMS vatavaran
Film Festival & Forum

PANEL DISCUSSION
"What does the interdependence of water conservation, sanitation, and waste management inform in building resilient cities?"

MARCH 7, 2023
ESG Auditorium-1, Panjim, India

Speakers:
Mahesh Patil
Chairman,
Pollution Control Board Goa

Tallulah D Silva
Founder/Principal Architect,
Architecture, Goa

Shashwat Gupta Ray
Deputy Editor, Herald Group
of Publications, Goa

Meg Becket (Margaret)
Former CEO of
Canadian Museum of Nature

Moderator: Luis Alberto Camargo, CEC Regional Vice Chair for South America and Co-Chair of Nature Education for Sustainability

Supported by: IUCN CEC, WTI, video volunteers, BITS Pilani, Mehta

Programme Partners: WTI, video volunteers, BITS Pilani, Mehta

Knowledge Partners: WTI, video volunteers, BITS Pilani, Mehta

Cultural Partner: Mehta

www.cmsvatavaran.org

IUCN CEC presents
GOA - CMS vatavaran
Film Festival & Forum

Invites you for
Opening Ceremony

Sunday, March 05, 2023 | 05:00 - 07:00 pm

Chief Guest
Dr Pramod Sawant
Hon'ble Chief Minister, Goa

Guests of Honour
Mr. Sean Southey
Commission Chair, IUCN CEC

Opening Film
Hope: Climate Positive
Stories from India
Gurmeet Sapal & Rishu Nigam | India | English | 00:29:59

Musical Concert
Bhoomi Mangalam
(Celebrating LIFE)
Curated By: Sandeep Srivastava

Venue: Entertainment Society of Goa, Auditorium - 1, Panjim
The ceremony will be followed by High Tea

RSVP: Sabyesachi Bharti, 8826689218 | sabyesachi@cmsvatavaran.org

Supported by: IUCN CEC, WTI, video volunteers, BITS Pilani, Mehta

Programme Partners: WTI, video volunteers, BITS Pilani, Mehta

Knowledge Partners: WTI, video volunteers, BITS Pilani, Mehta

Cultural Partner: Mehta

www.cmsvatavaran.org

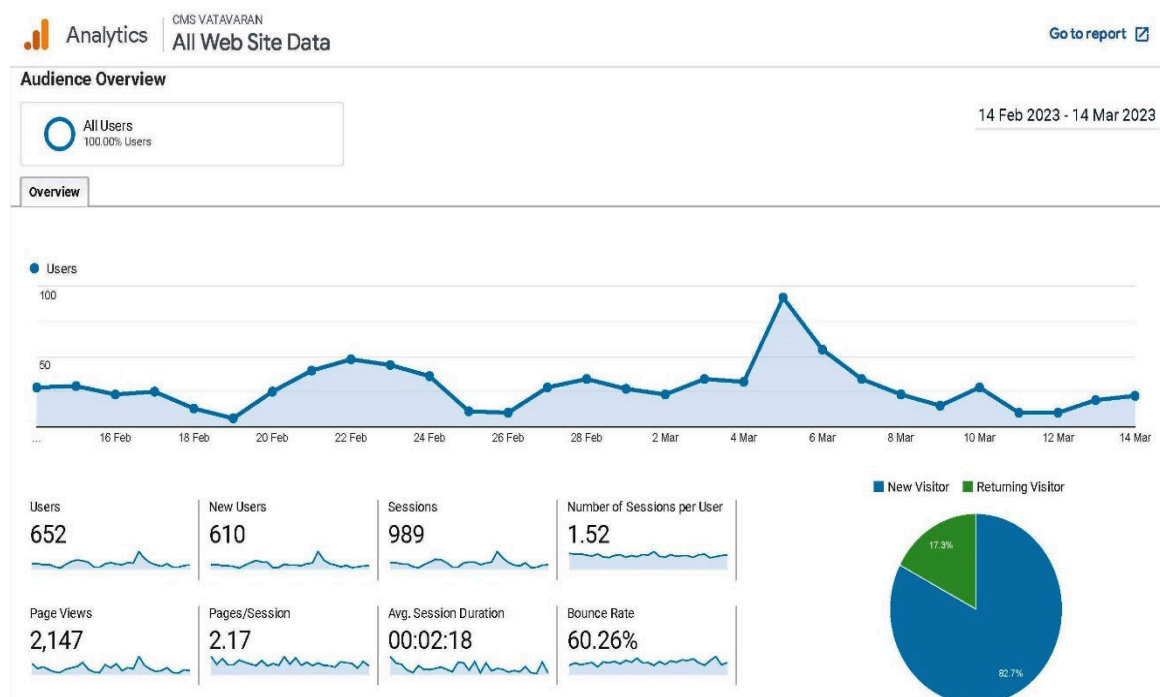
CMS VATAVARAN Social Media Coverage

The festival's reach was amplified through an array of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. The promotion of the festival was accomplished through a variety of posts, including festival promos, event updates, photos, and videos. These were prominently displayed on the CMS Vatavaran website and social media handles on Facebook, Instagram, Twitter, and LinkedIn. The festival's duration saw a steady stream of posts promoting the various events taking place, while after the festival's conclusion, updates were shared to keep followers engaged.

The festival's promotion was not limited to CMS and CMS VATAVARAN's social media handles. The Government of Goa and CM Goa's social media handles, along with their partners, were instrumental in promoting the festival. The festival's message of conservation and sustainability was amplified to a wider audience through these collaborative efforts on social media. Through the power of social media, the festival's message of environmental conservation was broadcasted to an even larger audience, thereby contributing to a greater awareness of the importance of environmental conservation and sustainability.

Several posts including festival promos, event updates, photos and videos were promoted through CMS Vatavaran website and pages of Facebook, Instagram, Twitter and LinkedIn before, during and after the festival duration (14th February 2023 to 15th March 2023).

Website visits

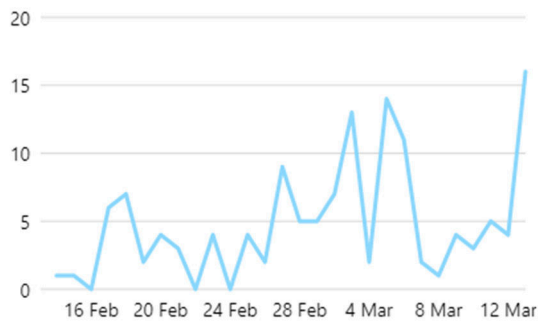


Page and Profile Visits- Facebook and Instagram

Page and profile visits

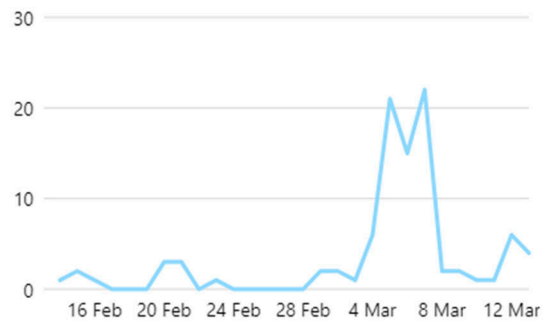
Facebook Page visits ⓘ

135 ↑ 31.1%



Instagram profile visits ⓘ

96 ↑ 190.9%



Audience

Current audience

Potential audience

Facebook Page likes ⓘ

4,414

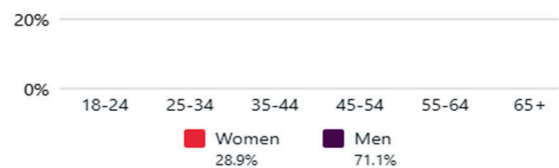
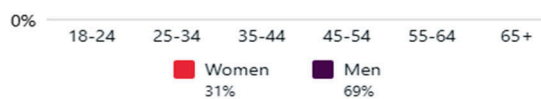
Age & gender ⓘ



Instagram followers ⓘ

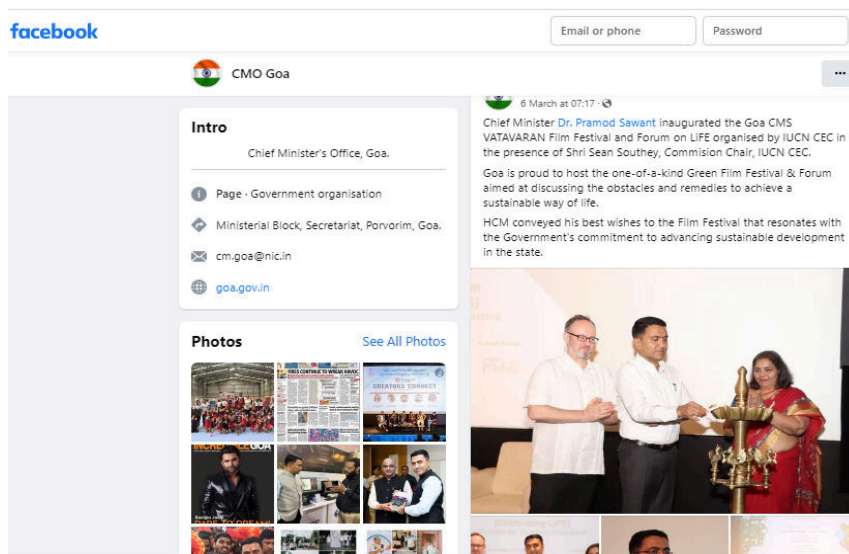
1,237

Age & gender ⓘ



SOCIAL MEDIA COVERAGE BY OTHERS

1. CMO Goa



<https://www.facebook.com/goacm/>

2. Tweet by CMO Goa



3. Tweets by DIP Goa and

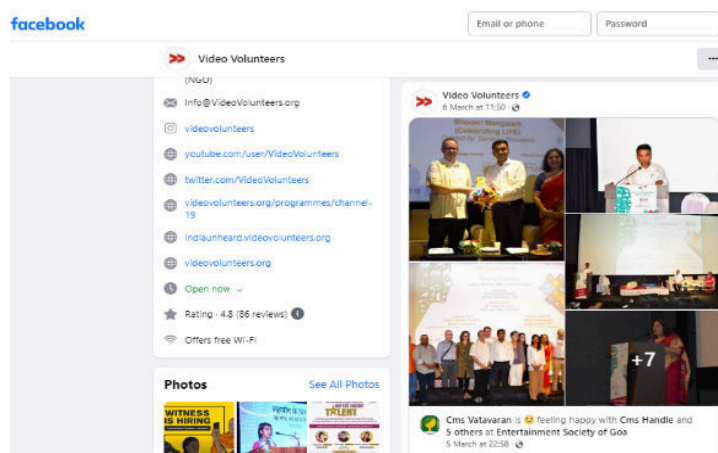


4. Video Volunteers



<https://twitter.com/videovolunteers/status/1405219566834180096>

5. Video Volunteers



<https://www.facebook.com/VideoVolunteers/>

Festival Partners

CMS VATAVARAN is thankful for their partners support and coordination in this festival-

IUCN-CEC, the IUCN Commission on Education and Communication (CEC) uses creative communication and education tools and approaches to raise awareness and inspire action to conserve nature. Its mission is to mobilize people all over the planet for a world committed to protecting nature now and into the future.

Website: <https://www.iucn.org/our-union/commissions/commission-education-and-communication>

#NatureForAll is a global movement to inspire, celebrate and restore love of nature. It is not an entity but rather a community of interested organizations and individuals who are inspired to work together to effect positive change.

Website: <https://natureforall.global/home/>

Wildlife Trust of India (WTI) is a non-profit conservation organization with mission to conserve wildlife and its habitat and to work for the welfare of individual wild animals, in partnership with communities and governments. WTI works through nine conservation strategies that are its Big Ideas deployed across 40 long-term projects covering India's terrestrial and marine environment.

Website: <https://www.wti.org.in/>

Video Volunteers is an international media and human rights NGO founded in 2003 that promotes community media to enable citizen participation in the marginalized communities around the world.

Website: <https://www.videovolunteers.org/>

Vidnyan Parishad, Goa is a registered not-for profit voluntary organisation affiliated to the parent national organisation, Vijnana Bharati, the swadeshi science movement. It has been actively associated with propagation of scientific information, scientific temper and scientific attitude in the state of Goa for more than a decade. Science Film Festival, Vidyarthi Vigyan Manthan, Subject- workshops for teachers as well as students, are some of the activities of our organisation every year.

Website: <https://vijnanabharati.org/goa.html>

BITS-Pilani, - Goa Campus is an all-India technical and science institute for higher education located at Zuarinagar, Mormugao Taluka, Goa, India. The institute offers undergraduate courses in engineering and Majors in the sciences with an accompanying humanities department.

Website: <https://www.bits-pilani.ac.in/Goa/index.aspx>



Supported by



Programme Partners



Knowledge Partners



Cultural Partner



www.pscst.punjab.gov.in

www.cmsvatavaran.org

