



PRESS RELEASE

First ever Green Film Festival and Forum inaugurated at Uttarkashi

February 25, 2021

Inaugurating the two-day green film festival being organised at District Collectorate Auditorium, Uttarkashi, the **District Magistrate Shri Mayur Dixit** congratulated the organisers SECURE Himalaya Project of UNDP and CMS VATAVARAN. He called for all students and teachers present to take forward the ideas and lessons learned from the award winning environment and wildlife films in this festival. He remained the audience of the festival that ***"Uttarkashi is the only district with more than 80% forest area and that too in the fragile Himalayan region. Therefore, it is each one our responsibility to help preserve and conserve this heritage"***.

This unique green film festival and forum will be open for public on **February 25 & 26, 2021**. This is being organised by SECURE HIMALAYA project of UNDP with support from the Uttrakhand Government & Ministry of Environment, Forest & Climate Change (MOEFCC), GOI and CMS VATAVARAN. This is part of a series of '9th CMS VATAVARAN Travelling Film Festival and Forum' in four Himalayan cities of Uttarkashi, Gangtok, Shimla and Leh. The idea behind this festival and forum is to support this unique green movement for conservation through using films, festivals and forums. Outreach and engage with to cross section of stakeholders, including Government of India, Media, Conservation organizations, Experts, Academics, Corporations, Youth and general public and to provide a platform for showcasing the SECURE Himalayas initiatives and programs.

The Inauguration ceremony also included first ever public premier of the film **"Heroes of the Wild Frontiers: The Return of the Shan"**, by Award winning film maker Mr Krishnendu Bose. This film is about Snow Leopard and their unfriendly habitats in Leh.

The inauguration was followed by screening of shortlisted films for various audiences like students, teachers and general public. Students also participated in the on the **spot quiz competition** on environmental issues and **drawing/painting competitions**. Eminent media professionals from Uttarkashi also participated in a **media seminar** to discuss on their reportage on climate change in specific and environment in general can be made more impactful.

The festival will continue tomorrow with the screenings of **Nominated/Awarded films** on various environment & wildlife issues, at multiple venues in the city, including at the Collectorate Auditorium, GPG College, Kendriya Vidhyala, Nehru Institute of Mountaineering and ITBP. Competitions for children will also be held along with a **Workshop on Green Film Making** by eminent film maker Mr Anoop Khajuria.

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The Government of India and **United Nations Development Programme (UNDP)**, with support from the Global Environment Facility, are implementing a programme in the high altitude Himalayas entitled “SECURE Himalayas - Securing livelihoods, conservation, sustainable use and restoration of high range Himalayan ecosystems”, to ensure conservation of locally and globally significant biodiversity, land and forest resources in the high Himalayan ecosystem, while enhancing the lives and livelihoods of local communities. The project promotes sustainable management of alpine pastures and forests in the high range Himalayan ecosystems to secure conservation of globally significant wildlife, including endangered snow leopard and their habitats to ensure sustainable livelihoods and socio-economic benefits for communities in the selected high altitude landscapes in the Trans- and Greater Himalayan regions.

CMS VATAVARAN is India’s premier environment and wildlife film festival and forum – it is aimed towards enhancing understanding, appreciation and shift in attitudes towards the natural world and to increase space for environmental issues in mass media and evolve a nationwide environment outreach framework. The festival taps into an important motivating factor for audiences everywhere: the emotional draw of connecting with a compelling story or character. The festival reaches out to people from all walks of life including filmmakers, civil society groups, government organizations, environmentalists, researchers, conservationists, policy makers, activists, public and private sector organizations and students of all ages and is recognized as a calendar event amongst filmmakers, environment, wildlife and conservation sector. Its unique twin track approach of organizing competitive and traveling film festivals and environment forum has positioned it as one of the most prestigious film festivals across the globe. Since its inception in 2002, ten competitive and 52 travelling festivals in 41 cities of 25 Indian states have been organized. *Website:* www.cmsvatavaran.org

ग्लोबल इन्भाइरमेंट फैसिलिटी (जीइएफ) के समर्थन के साथ भारत सरकार और संयुक्त राष्ट्र विकास कार्यक्रम (यूएनडीपी) उच्च ऊंचाई वाले हिमालय परिच्छेत्र में स्थानीय स्तर पर समुदायों के जीवन और आजीविका को बढ़ाते हुए, उच्च हिमालयी पारिस्थितिकी तंत्र में स्थानीय और विश्व स्तर पर महत्वपूर्ण जैव विविधता, भूमि और वन संसाधनों के संरक्षण को सुनिश्चित करना के लिए एक कार्यक्रम को लागू कर रहे हैं, जिसका नाम है "सिक्योर हिमालय" - सिक्योरिंग लाभलीहुड, कंजर्वेशन, सस्टेनेबल यूज एंड रेस्टोरेशन ऑफ हाई रेंज हिमालयन इको सिस्टम (आजीविका, संरक्षण, स्थायी उपयोग और उच्च श्रेणी के हिमालयी पारिस्थितिक तंत्र की पुनर्स्थापना)”

सीएमएस वातावरण भारत का एक महत्वपूर्ण पर्यावरण एवं वन्यजीव फिल्म महोत्सव और संगोष्ठी मंच है - इसका उद्देश्य प्राकृतिक दुनिया के प्रति दृष्टिकोण में समझ, प्रशंसा और बदलाव को बढ़ाने तथा जनसंचार माध्यमों में पर्यावरण के मुद्दों को और महत्वपूर्ण बनाने हेतु एक राष्ट्रव्यापी जागरूकता एवं विमर्श की रूपरेखा को तैयार करना है। यह कार्यक्रम हर जगह दर्शकों को इस महत्वपूर्ण विषय से एक फिल्म के आकर्षक कहानी या चरित्र की मदद से भावनात्मक रूप से जुड़ने में एक महत्वपूर्ण भूमिका निभाता है। यह कार्यक्रम फिल्म निर्माताओं, नागरिक समाज समूहों, सरकारी संगठनों, पर्यावरणविदों, शोधकर्ताओं, संरक्षणवादियों, नीति निर्माताओं, कार्यकर्ताओं, सार्वजनिक और निजी क्षेत्र के संगठनों और सभी उम्र के छात्रों सहित सभी क्षेत्रों के लोगों तक पहुंचता है और इसे फिल्म निर्माताओं, पर्यावरण, वन्यजीव और संरक्षण क्षेत्र में काम करने वालों द्वारा देश के एक प्रमुख कार्यक्रम के रूप में मान्यता दी जाती है। प्रतिस्पर्धी एवं यात्रा फिल्म समारोहों और पर्यावरण संगोष्ठियों के आयोजन के अपने अद्वितीय द्वी स्तरीय कार्यक्रम दृष्टिकोण ने इसे दुनिया भर में सबसे प्रतिष्ठित फिल्म समारोहों में से एक के रूप में प्रसिद्ध किया है। 2002 में अपनी स्थापना के बाद से अबतक इसने 25 भारतीय राज्यों के 41 शहरों में दस प्रतिस्पर्धी और 52 यात्रा-फिल्मोत्सव आयोजित किए हैं। वेबसाइट: www.cmsvatavaran.org

अधिक जानकारी के लिए नीति सिन्हां से संपर्क करें [91-9582254613](tel:91-9582254613) or nitishin@cmsindia.org