



A Green Movement to  
Impact Perception, Policy and Practice

**CMS vatavaran**

*Environment & Wildlife International Film Festival and Forum*



SINCE 2002

AN INITIATIVE OF



**CMS**

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SUPPORTED BY



Ministry of Environment, Forest  
& Climate Change

# Impact and Legacy

## Films & Forums

**Stimulated High Quality Productions:** CMS VATAVARAN Awards over the years have inspired better and higher quality productions. In each festival, capacity strengthening workshops by renowned film makers and editors have been organised.

**Nurtured New Generation of Filmmakers:** Amateur filmmakers are encouraged to participate. There has been a steady growth in the number of films received in the amateur category, especially from student filmmakers.

## Knowledge Networks

**Collaborations with Academic Institutions** - More than 2,30,000 youth have been involved from various schools, colleges and universities across India.

**Youth Engaging Activities** - More than 1900 innovative activities have been conducted with youth.

**Enriching Green Curriculum** - Supporting the Indian school curriculum thematic packages of films have been sent to 30,000 government schools across all districts of India.

**Capacity Building of Teachers** - More than 560 educators from 280 schools have been engaged in 14 primer workshops.

## Sustained Media Engagement

**Media Forums** - Approximately 1300 environment Journalists from around 230 national and international media organisations have participated in various programs and activities.

**Media Field Trips** - Media professionals from across 40 countries of the world have participated in various programs and activities.

**Media Coverage** - More than 3000 stories across various media have appeared on the various activities and initiatives of CMS VATAVARAN.

**Young Environment Journalist Awards** - the Award concept has inspired many young journalists to take up reporting on environment and wildlife. Around 14 environment journalists have been awarded for their excellence in reporting on environmental issues.

## Creditable Platform

**Multi – Partner initiative** - CMS VATAVARAN has been supported in various ways by 500+ partners- Ministries of Government of India, State Government Departments in 38 states, corporates, multi and bi-lateral organizations, media etc.

**Eminent Personalities Associated** - CMS VATAVARAN has enthused and involved India's most respected film personalities, eminent celebrities and head of the states (governors, chief ministers and ministers) like; Mr Mahesh Bhatt, Ms Shabana Azmi, Ms Nandita Das, Ms Revati Menon, Mr Adil Hussain, Mr Saurabh Shukla, Governors of Uttarakhand, Goa and Meghalaya, Chief Ministers of Delhi, Rajasthan and other States. Mr Shyam Benegal, Dr Karan Singh, Mr Adoor Gopalakrishnan, Mr. Suresh Prabhu, Mr. Govind Nihlani and Mr Amol Palekar have been the Jury and Steering Committee Chairpersons.

## Policy discourse & Impact

**Celebrated the presidency of CoP-11** - The 7<sup>th</sup> CMS VATAVARAN contributed to deliberations on India's National Biodiversity Targets in order to promote mainstreaming of biodiversity conservation through talks, discussions, interactive sessions, documentaries and films. This was one of the largest public outreach programmes targeting masses in India to celebrate the presidency of CoP-11.

**Initiated Thematic Discourses** - More than 200 workshops, sessions, panel discussions, seminars, and conventions have been organized.

**Catalyst for Policy Change** - Recommendations have been made on issues such as: water for life, Mainstreaming biodiversity, Conservation and Livelihoods, Climate Change, State of rivers in India, Carbon Neutral Cities, Natural Heritage and Eco-Tourism. Films on Red Panda, E-Waste, Whale Sharks, Vultures, Mining, etc. have also been instruments for change in perception, practice and policy.

## Impact of Award Winning Films, few examples:

**A Second Hand Life:** Highlighted e-waste recycling issues in the country and triggered discourse on existing e-waste policy in the country.

**Cherub of the Mist:** Triggered state administrative action – The then Chief Minister Mr. Buddhadeb Bhattacharya (2009), ordered fencing of Sinaloa's Border with Nepal, located in West Bengal between Nepal and Bhutan to protect the vanishing species.

**Broken Wings:** Government banned the veterinary drug Diclofenac leading the farmers to adopt alternative methods. Devastating extinctions of vultures was thus halted.

**Shores of Silence - Whale Sharks in India:** Provoked legislation. Whale sharks brought on par with the endangered tiger and rhinoceros under the Indian Wildlife Act-1972 banning the killing of the whale sharks on Indian shores.

**Mindless Mining:** This film was used as court evidence to win a ban on mining in Kudremukh National Park. (SC judgment of 2005).





# CMS VATAVARAN is a pioneering International Film Festival and Forum on Environment and Wildlife

Using films as a window to delve into nature, this festival showcases the best films and documentaries on wildlife and environment from all over the world. In addition to stories on critical ecological and developmental challenges, some of the most compelling practices, as well as enhancing snippets on the diversity of our planet are also projected in the festival.

Though it is aimed at sensitising people about their rich environmental heritage and the need to conserve it, **CMS VATAVARAN is not just a film festival celebrating the climatic art of films, but focuses more on using the films as a tool and catalyst for creating impact.**

CMS VATAVARAN through its festival and forum design bring together some of the best conservation experts and enthusiasts from across the globe. Along with taking world's best films on environment to the masses, it has been able to institutionalize strong specialised knowledge networking platforms, forge partnership, and enhance capacities and experience.

The main **Competitive Festival** happens in New Delhi every alternate year, where the best entries from all over the world are nominated and awarded. Public screenings are held and a vast range of conservation issues are deliberated among participators and people in interactive sessions.

The **Travelling Festival** then follows, where the festival's vast panorama is shared with people in other cities of the country.

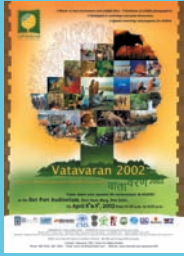
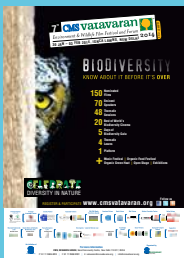
Through more than 3500 screenings across INDIA, CMS VATAVARAN has been able to enhance understanding, appreciation and attitudes towards the natural world and increase space for environmental issues in mass media.

Since inception, 9<sup>th</sup> Competitive edition and 8<sup>th</sup> Travelling festival in 49 cities of 26 Indian states have been organized. More than 3 lakh people have actively participated in our festival. **CMS VATAVARAN has now become a movement and inspired many organisations and individuals to use films and film festivals as a medium to catalyse change.** As a result, it has created a strong network of Indian and International film-makers, policy-makers, academicians, research think-tanks, environmentalists, journalists, students, defence and paramilitary forces and nature enthusiasts.

## CMS VATAVARAN was initiated in 2002 by CMS

- To encourage environment films and forums that result in perception, practice and policy change.
- To better understanding of the natural resources and its conservation.
- To strengthen collaboration between individuals, government, corporate, scientific and academic institutions on environment, conservation and sustainability issues.
- To nurture a new generation of "alternate film makers" to widen public dialogue and debate.
- To stimulate production of high-quality films on wildlife and on different environmental aspects.

CMS is a multi-disciplinary research based think tank in India. The rich experience of CMS in environment issues and development communication led to CMS VATAVARAN- India's only international Environment & Wildlife Film Festival and Forum. [www.cmsindia.org](http://www.cmsindia.org)



“Embassy of Norway, once again, takes pride in being the Principal Partner of CMS VATAVARAN this year. It is due to Norway's commitment to environmental conservation and sustainable development that the Norwegian Embassy in India has been partnering with CMS for the last few years with their Film Festival initiative. We see the festival growing, not only in size but also in significance.”

—Ms Ann Ollestad, Former Norwegian Ambassador

# Forums

CMS VATAVARAN has built a forum for forging partnership and bringing together diverse stakeholders on one platform. Today, it has evolved as an active platform for policy discourse and agenda setting on critical contemporary issues. Each competitive festival takes on thematic focuses for further deliberations and a range of activities, including seminars, debates, lectures, exhibitions, etc. are organised around the same. The thematic focuses have been:

**“Conservation 4 Water”, “Water for Life”, “Mainstreaming Biodiversity at Different Levels to Promote Living in Harmony with Nature”, “Biodiversity Conservation”, “Climate Change and Sustainable Technologies and Natural Heritage Conservation”, “Climate Change”, “Forest for Life”, “Floral and Faunal Diversity of India”, “Sustainable Environment through Films”.**

Policy makers, Practitioners and Communities come together at these forums to deliberate on current issues in our carefully curated discussions and have an open sessions. Some very significant recommendations and policy papers have evolved from the discussions on critical issues like the State of Rivers in India, Greenhouse Gas Emissions, Increasing Energy Efficiency, Protection of natural Heritage, Ecotourism etc.

# Awards

Indian and International Awards: Since 2002, hundreds of films have been awarded in various categories in each competitive editions, Indian and International bodies as the United Nations Environment Programme, Embassy of Norway, The American Centre, Embassy of Netherlands as well as public sector entities and prominent corporate bodies have been associated with the Awards.

The selection is done after three rounds of evaluation in which more than 30 to 40 eminent personalities from different sectors dedicate their valuable time and expertise to recognise high quality films. Over the years, nearly 320 eminent individuals from media, subjects, critics and cinema backgrounds have come together to select the best green films.

**Prithvi Ratna Award:** The Prithvi Ratna Award is conferred upon a film-maker for exemplary work in the field of environment through-out his/her career and being changes in perceptions and policies via their work. The Award has been conferred to eminent film-makers like Mr Mike Panday, Mr Naresh Bedi, Mr Shekar Dattari, Mr Krishnendu Bose, Mr Asish Chandola, Mr Sanjay Barnela, and Mr Himanshu Malhotra. **National Geographic-CMS Prithvi Ratna Award 2017** was awarded to Ms Rita Banerji.

**Prithvi Bhushan:** Initiating the first ever lifetime achievement award in 2015, The CMS-Yes Bank Prithvi Bhushan Award was conferred upon Mr Anupam Mishra. National Geographic-CMS Prithvi Bhushan Award 2017 was awarded to Mr. Chandi Prasad Bhatt.

**Young Environment Journalist Award:** In each Competitive festival, the young Environment Journalist Award is presented to a journalist who has done exemplary investigative and inspired reporting on environmental issues, and made a significant contribution in either the print or electronic media to an understanding of the nation's environmental problems. Winner of the Awards include: Ms Bahar Dutt (CNN-IBN), Ms Aarti Dhar (The Hindu), Ms Pierre Fitter (NEWSX), Ms Soma Basu (The Statesman), Mr Manu C Kumar (Manorama News), Ms Juhi Chaudhury (CNN-IBN), and Mr Chandan Haygunde (Indian Express), Ms Pritha Chatterjee (Indian Express), Ms Annirudh Ghosal (Indian express) & Mr Manu Moudgil (India Water Portal), Mr Ritam Halder (Hindustan Times), Ms Aishwarya S Lyer (The Quint), Ms Somiya Ashok (The Indian Express)

**Green Ambassador Award:** To support grass-root efforts and to encourage many more such inspiring individual efforts, CMS VATAVARAN has instituted **Green Ambassador Awards**. In each Travelling Festival, efforts are made to identify appropriate individuals to showcase their endeavours & appreciate efforts.



*“Films competing in the CMS VATAVARAN are of extremely high standards and the Jury had difficulty in selecting the winners. Initiatives like CMS VATAVARAN help environmental films find a regular place in the media's agenda and does a great deal for creating environment awareness.”*

*–Shri Shyam Bengal, Filmmaker & Recipient of Dadasaheb Phalke Award*



*“The efforts of CMS VATAVARAN are commendable. It has successfully organised this international film festival by bringing together films that talk about nature. We need to work together and take these films to the people to sensitise them for a lasting impact.”*

*–Shri Prakash Javadekar, Former Minister of Environment, Forests and Climate Change (In a video message, 2015)*



# Milestones

**2019:** The 10<sup>th</sup> Competitive edition will be organised on the theme of “**Celebrating Himalaya**”. The festival will be held in **November, 2019** at New Delhi.

**2018:** The 8<sup>th</sup> Travelling Festival is being organised in Bangalore and 4 Himalayan cities namely Darjeeling, Agartala, Shrinagar and Nahan.

**2017:** The 9<sup>th</sup> Competitive edition was organised at Rajghat, New Delhi from 2 to 6 November, 2017 on the topic of “**Conservation 4 water**”. The jury nominated total 113 films (61 National & 52 International) from 332 entries (173 National & 159 international Films) for the festival.

**2016:** The 7<sup>th</sup> Travelling Festival from September to December 2016 of CMS VATAVARAN was dedicated to 7 of the large and small rivers of India- Brahmaputra (Guwahati), Mula-Mutha (Pune), Sabarmati (Ahmedabad), Ganga (Allahabad), Nethravati (Mangalore), Cauvery (Trichirappalli), and Musi (Hydrabad).

**2015:** The 8<sup>th</sup> Competitive edition was organised on the theme of “**Water for Life**” in the month of 9 to 13 October, 2015. The **Prithvi Bhushan** award was introduced in this edition. Along with films and forums, the tribal food festival also drew attention.

**2014:** The 6<sup>th</sup> Travelling Festival went to Puducherry, Amritsar, Raipur, Gangtok, and Agra with film screenings, interactive sessions with youth, nature trails and felicitation of Green Ambassadors in all 5 cities.

**2013:** The 7<sup>th</sup> Competitive edition was organised on the theme of “**Mainstreaming Biodiversity at Different Levels to Promote Living in Harmony with Nature**”. Total 86 films were nominated in 11 categories. Eminent Film-maker, Actor and producer- **Shri Amol Palekar** chaired the list of eminent jurists for the coveted 7<sup>th</sup> CMS VATAVARAN Indian Awards.

**2012:** The 5<sup>th</sup> Travelling Festival was organised across the 5 cities (Dehradun, Goa, Hyderabad, Jaipur and Kolkata) to build around the theme of Biodiversity Conservation. Hyderabad CMS VATAVARAN-Biodiversity Film Festival was organised as part of 11<sup>th</sup> Conference of the Parties (CoP-11) to the Convention on Biological Diversity (CBD).

**2011:** The 6<sup>th</sup> Competitive edition was organised on the theme of Biodiversity. The jury consisting of 37 members selected 68 films for nominations from 317 entries for the festival.

**2010:** The 4<sup>th</sup> Travelling Festival visited eight cities across India with film screenings at more than 70 venues and participation of more than 95,000 people. For the first time “Green Heroes” was also felicitated.

**2009:** The 5<sup>th</sup> Competitive edition attracted 366 entries from 20 Indian states and 23 foreign countries. Mr Jahnu Baruah, eminent director was the chairperson of the Award Jury.

**2008:** The 3<sup>rd</sup> Travelling Festival screened 304 films over a span of 24 days in 8 cities. 6 National and 51 state partners lent support and around 80,000 people participated.

**2007:** The 4<sup>th</sup> Competitive edition drew 275 entries from 19 countries. Awards for Technical Excellence and the Young Environmental Journalist Award were initiated. Noted film-maker Mr Shyam Benegal was the Jury Chairperson.

**2006:** The 2<sup>nd</sup> Travelling Festival went overseas to Abu Dhabi and Sao Paulo apart from visiting Bangalore, Chandigarh, Chennai, Guwahati, Hyderabad, Kashmir, Kolkata, Pune, Ranchi and Sirmour.

**2005:** The 3<sup>rd</sup> Competitive edition received 244 entries. The Steering Committee was chaired by Dr Karan Singh and the Award jury was headed by Mr Shyam Benegal.

**2004:** The 1<sup>st</sup> Travelling Festival went to Chennai, Coimbatore and Mumbai. People began recognising and supporting the CMS VATAVARAN environment awareness movement.

**2003:** The 2<sup>nd</sup> Competitive edition became biennial. CMS and UNEP instituted an award “Prithvi Ratna” for extraordinary contribution to wildlife film-making and natural history.

**2002:** India's one and only Environment and Wildlife Film Festival- CMS VATAVARAN- began its maiden run. The initiative was supported by the Ministry of Environment and Forests, Gol.



# Global Network and Outreach



As a member of International Union for Conservation of Nature (IUCN), CMS VATAVARAN has been sharing its initiatives towards fulfilling the objectives of the Union. Over 800 civil societies and close to 100 INGOs from diverse backgrounds are members of IUCN.



CMS VATAVARAN is the member of the Green Film Network (GFN), that brings together 49 major film festivals that happen annually around the globe with focus on environmental issues. The network is a platform, where all the associate festivals can exchange, share information & cinematographic experiences.

- Participation of over 5000 film-makers from 71 countries.
- Connection to a network of over 600+ civil society organisations and think tanks.
- Collaborations with 50+ International film Festivals to exchange quality green films.
- Global marketing and distribution of Green Films. In 2011, Asian Film-makers Summit was organised to facilities funding and project opportunities for film-makers.
- Special screenings for corporate professionals, including Tata Steel, Aditya Birla Group, Wipro Ltd. and ACC Ltd. Ongoing employee engagement initiatives with more than 200 corporate professionals.
- Special screenings and interactions with special audience groups, including close to 5000 defence personnel, 5800 convicted and under trail initiatives.
- Partner with Film4Climate, under the Connect4climate, a global partnership initiatives of World Bank and other partners.
- Regular screenings of award winning films for general public across various cities in India, including in New Delhi in partnership with Ministry of Environment, Forest and Climate Change and India Habitat Centre.

The 10<sup>th</sup> competitive CMS VATAVARAN - Environment & Wildlife International Film Festival and Forum will be held in **November, 2019** at New Delhi. The theme of the festival is **“Celebrating Himalayas”**.

Films are invited for **20 National and International Awards** in **10 categories**. The final deadline of the submissions is **March 22, 2019**. Visit website to download entry form and guidelines: **[www.cmsvatavaran.org](http://www.cmsvatavaran.org)**

For collaboration, screenings or for any query, please contact: [info@cmsvatavaran.org](mailto:info@cmsvatavaran.org); 9868213566.

Do connect on social media for regular updates on our activities and initiatives @cmsvatavaran.

*Visit website to download entry form and guidelines:*

**[www.cmsvatavaran.org](http://www.cmsvatavaran.org)**   

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