



Report

“CMS VATAVARAN Wildlife Week Online Film Festival”

Wildlife Week is celebrated every year in India between October 2 to 8, to promote awareness and preservation of wildlife around us.

Wildlife Week was conceptualized in 1952 with the overall goal of raising awareness to serve the long-term goal of safeguarding the lives of wildlife through critical action. In addition, the Indian Government established an Indian Board of Wild Life which works to improve awareness towards the preservation of wildlife. Throughout Wildlife Week, experts conduct hands-on workshops to bring the more complex aspects of wildlife conservation within the reach and understanding of all age groups. This year, CMS VATAVARAN celebrated Wildlife Week through numerous Online Wildlife Film Screenings.

The Film Showcase will serve to further illustrate the theme of the 2020 UN World Wildlife Day: **Sustaining all Life on Earth**. This encompasses all wild animal and plant species as a component of biodiversity, as well as the livelihoods of people, especially those who live closest to nature. It also underlines the importance of sustainable use of natural resources in support of the achievement of the United Nations Sustainable Development Goals (SDGs).

Taking this into consideration, CMS VATAVARAN team has discussed about various experimental initiatives, while working from home in a national lockdown since March 21, 2020. After much discussion the team came to this conclusion that in the time of social distancing online/social media platforms will be the safest and best way to reach a large number of audiences around the globe. Taking this in to consideration, the CMS VATAVARAN team thought of organising an online film festival of thought-provoking films on Wildlife by some of the most prominent environmental filmmakers of our time.

With this in mind, we reached out to the CMS VATAVARAN nominated filmmakers and requested them to allow us to screen their films for a fixed duration, free for all, available online on the CMS VATAVARAN social media sites i.e. the Facebook page for the “Wildlife Week Online Film Festival”.

The response from these socially conscious filmmakers has been overwhelmingly positive, although some, justifiably, were unable to share their films due to contractual compulsions but most of them were more than eager to use their films for a cause during these adverse situations. We are deeply grateful to these filmmakers who rallied to our request.

The screening was scheduled a curated selection of 11 Films on Wildlife - available free for streaming from anywhere in the world every day from October 2 to 8, 2020, daily from 24 hours starting 12 to 12 pm IST.

The films screened during the Wildlife Week of screening are:

Date	Films	Film maker
October 02	India's Wandering Lions	Praveen Singh and Martin Dohrn
	The Secret Life of Frogs	Ajay Bedi, Vijay Bedi
October 03	Gyamo - Queen of the Mountains	Doel Trivedy and Gautam Pandey
October 04	Gaur in my Garden	Rita Banerji
	Flight To Freedom - The Amur Falcon	Rita Banerji and Shilpi Sharma
	Life for lives	Roshni Rose
October 05	Saving the Wild - Wildlife Rescue and Rehabilitation	Rita Banerji
	Corbett's Legacy	Naresh Bedi
October 06	Manas- Return of the giants	Praveen Singh
October 07	Walking with Wolves	Senani Hegde
October 08	The Forgotten Tigers	Krishnendu Bose





CMS VATAVARAN team has promoted the festival extensively on the various social media platforms i.e. YouTube, twitter, Instagram and CMS VATAVARAN Facebook page and profile and its various likeminded relevant groups with the help of event creation, cross posting of DMs, and by organising watch party during the film screenings which resulted creating a buzz around the viewers and generating interest in the online film screening.

In this “CMS VATAVARAN Wildlife Week Online Film Festival” has got very encouraging response from the viewers, which is reflected in the 3 October to 09 October (during the duration of online film festival) FB reach report of CMS VATAVARAN.

In this duration:

The actions on Facebook Page of CMS VATAVARAN was up 100%

Page Views was up 734%

Page previews was up 535

Post reach (reach to people) grown by 878%: 15449 new people reached (viewed the films post).

Post engagement up by 1100%: 2604 new people reached.

Videos reach (watched): 15746 viewed, up by 65452%

Increase in our video views by 217983%.

Page Followers 62%



The online film festival has got very encouraging response from the filmmakers and the viewers and the below mentioned quotes are proof in itself:

“It was great to see India's longest running environmental and Wildlife film festival shift gears and go entirely online including live streaming. This might be the events and festivals will be held increasingly as we adapt to these strange yet interesting times.”

Gautam Pandey (National Award winner wildlife filmmaker)

“Hats of CMS VATAVARAN. Putting up a green film festival during times of monumental exigencies speaks volumes about your ‘Concern for Cause’ which indeed is commendable, praiseworthy & extends the message of nature & its bounties... How to prosper, progress & propagate the cohesive bond between nature, life on-ground, above in atmosphere & below depths is the only ultimate solution to humankind, health & wealth, peace & people. Keep Rising.”

Jalal Uddin Baba (Environmentalist and award-winning gorilla film-maker)