### FIRST EVER BIODIVERSITY FILM FESTIVAL AND FORUM IN PUDUCHERRY

### OCTOBER 07 – 12, 2014 (TUESDAY – SUNDAY)

### 5,000 participants, 24 films, 18 partners, 18 venues, 1 platform

**Puducherry, Oct 06, 2014:** CMS VATAVARAN and Forest & Wildlife Department, Puducherry, are organising the 6th edition of the much revered and nationally acclaimed CMS VATAVARAN, International environment and wildlife film festival and forum in Puducherry and Auroville from October 07 – 12, 2014. The biodiversity film festival and forum will showcase best of green films in addition to a host of activities including a filmmaking workshop, panel discussion, open forum, nature trail, beach cleaning and slogan writing competition, green marathon on biodiversity theme. The festival will be held across 18 venues with university, colleges, schools, police campus, and restaurants being the prominent locations where the programmes will be held. The theme of the Puducherry – Auroville CMS VATAVARAN is mainstreaming biodiversity at different levels to promote living in harmony with nature.

“Puducherry – Auroville CMS VATAVARAN is a people’s festival on biodiversity to enhance understanding, appreciation and shift in attitudes about the natural world and its conservation through films and forums” says P N Vasanti, Director General, CMS.

**INAUGURAL CEREMONY**

**05:30 pm onwards, Tuesday, October 07, 2014 at VERSAILLES Hall (Ground Floor), Anandha Inn, S V Patel Road, Puducherry**

The six day long festival is all set to open with a glittering inaugural ceremony at the Anandha Inn Hotel, Puducherry on October 07 evening. The hon’ble Minister of Forest, Science, Technology and Environment Thiru T Thiagarajan, will declare the film festival open. The main highlights of the first ever biodiversity film festival and forum in Puducherry & Auroville are:

* Felicitation of Green Ambassadors: Green Ambassadors of Puducherry will be facilitated in the inaugural programme. Three Green Ambassadors from Puducherry will be felicitated for their
* Screening of inaugural film: The film “Turtles in a Soup”, a 12 minutes film by Kalpana Subramanian will be shown as the opening film of the festival. The film brings into focus the role of fresh water turtles in keeping our water bodies free of pollution with hope the policy makers would take notice of the fate of this species and do the necessary conservation. The film is also recipient of Jury Special Mention Award in the Wildlife Conservation Category of CMS VATAVARAN.

**INDIAN AND INTERNATIONAL FILMS**

It's going to be an eventful journey during the course of these fun filled six days that would take the people into the diverse geographical realms of our planet, through the lens of some of the finest environment and wildlife filmmakers. A total of 24 films will be screened across 16 venues during the festival i.e. 7 Schools, 1 University, 2 College, 1 Police, 1 Hotel, 2 Cultural Auditoriums and 2 Restaurants.

**VENUES:**

* Anandha Inn | Multi Media Centre/CP, Auroville | Sri Aurobindo Auditorium, Auroville | Immaculate Heart of Mary's Girls Higher Secondary School, Mission Street & Ariyankuppam,, Puducherry | Kendriya Vidyalaya 1 & 2 | The Study | Stansford International Higher Secondary School | [Lycée français de Pondichéry](http://www.lfpondichery.net/) | Earth Science Auditorium, Pondicherry University | Department of Civil Engineering, Pondicherry Engineering College | Police Community Hall, Puducherry Armed Police Complex | La Plancha | Artika Café Gallery

**OTHER PROGRAMME HIGHLIGHTS!**

* **Filmmaking workshop (Oct 08):** 09.30 am – 05:30 pm | Earth Science Auditorium & Mass Communication Lab Pondicherry University
* **Panel Discussion on Challenges to Biodiversity of Uttarakhand from Climate Change (Oct 09):** 03.30 pm - 05.30 pm Earth Science Auditorium, Pondicherry University
* **Nature Trail (Oct 10):** 08.00 am - 04.00 pm | Muliagam Forest Campus, Cuddalore Main Road, Near New Court Campus, Puducherry
* **Beach Cleaning & Slogan Writing Competition (Oct 11):** 08:30 am – 11:30 am | Gandhi Statue, Puducherry
* **Green Run (Oct 12):** 07:00 am – 09:00 am | Starting Point: French Institute; End Point: Alliance Francais

**PARTNERS**Puducherry - Auroville CMS VATAVARAN is being organised with active support from our partners. ICICI Bank is the India Principal Partner and supporting CMS VATAVARAN for organizing its 6th traveling edition in 5 cities across India in 2014 i.e. Puducherry, Amritsar, Agra, Raipur and Gangtok. Forest & Wildlife Department, Puducherry is the State Principal Partner. The festival is being supported by Department of Science, Technology & Environment, Puducherry Pollution Control Committee and Ministry of Environment & Forests, Govt of India; Pondicherry University is the Knowledge Partner. The organizing partners of the festival are PondyCAN! and Auroville Film Festival.

**The following organizations and academic institutes are supporting us as the Environmental Education Partners:**

Immaculate Heart of Mary's Girls Higher Secondary School, Mission Street & Ariyankuppam,, Puducherry | Kendriya Vidyalaya 1 & 2 | The Study | Stansford International Higher Secondary School | [Lycée français de Pondichéry](http://www.lfpondichery.net/) | Pondicherry Engineering College | La Plancha | Artika Café Gallery

**ABOUT CMS VATAVARAN**

Initiated in the year 2002 by CMS, **CMS VATAVARAN – India’s premier environment and wildlife film** festival and forum 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 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 organisations and students of all ages and is recognised as a calendar event amongst filmmakers, environment, wildlife and conservation sector. Its unique twin track approach of organising competitive and traveling film festivals and environment forum has positioned it as one of the most prestigious film festivals across the globe. Till date 39 festivals have been organised in 30 cities of India. The travelling festivals are organised in state capitals and other important towns and cities.

*For more information, please contact:*

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