

Principal Partners



Ministry of Environment & Forests
Government of India



NORWEGIAN EMBASSY

A REPORT



CONTENTS

1.0	INTRODUCTION	11
1.1	CMS VATAVARAN – An Eventful Journey	12
1.2	Festival Objectives	12
1.3	6th CMS VATAVARAN –Environment & Wildlife FilmFestival and Forum	13
2.0	BEHIND THE FESTIVAL	17
2.1	Organiser: CMS	18
2.2	Partners	18
2.3	Process	24
2.4	Programmes at Venue: Convention Centre	24
2.5	Programmes at Venue: National Science Centre	27
2.6	Designing and Printing	28
2.7	Promotion and Publicity	28
2.8	Human Resources	29
2.9	Permissions and Clearances	29
2.10	Food and Refreshment	29
2.11	Travel and Accommodation	29
3.0	CALL FOR ENTRIES	31
3.1	Overview	32
3.2	Key Dates	32
3.3	Indian and International Awards and Categories	32
3.4	Submission Criteria	35
3.5	Category Specific Guidelines	37
3.6	Category – Animation: Indian and International	38
3.7	Category – Newcomer: Indian and International	38
3.8	Entries Received (Indian and International)	38
4.0	SELECTION PROCESS	41
4.1	Peer Review	42
4.2	Nomination Jury	42
4.3	Award Jury (Indian Category)	48
4.4	Award Jury (International Category)	53
4.5	Jury - CMS PANOS Young Environmental Journalist Awards (Print and Electronic Media)	55

5.0	FESTIVAL HIGHLIGHTS	57
5.1	Inaugural Ceremony	58
5.2	Indian and international Film Screenings and Open Forums	63
5.3	Asian Filmmakers Summit	78
5.4	Best of World Natural History and Conservation Cinema	116
5.5	Panorama of Norwegian Green Films	119
5.6	Award Nite	120
6.0	CMS VATAVARAN – CHILDREN’S SECTION	129
6.1	Programmes	130
6.2	Beneficiaries	149
7.0	PROMOTION AND BRANDING	151
7.1	Promotion and Branding Tools	152
7.2	Promotion Strategies	154
8.0	MEDIA AT THE FESTIVAL	165
8.1	Media Coverage Strategies	166
8.2	Media Promotion Tools	167
8.3	Media Presence	170
8.4	News Coverage	171
8.5	Media Analysis	174
9.0	2011 DELEGATES	175
9.1	Overall Participation	176
9.2	Delegates at the Festival Representatives List	176
10.0	FESTIVAL’S ACCOMPLISHMENTS	187
10.1	Innovations and Achievements	188
10.2	Outcome	189
10.3	Accolades	196
11.0	FEEDBACK	199
11.1	Report on the Participants and Delegates Feedback on 6th CMS VATAVARAN	200
11.2	Open Forum	203
11.3	Film Booth	204
11.4	Award Nite	205
11.5	Value for Time and Money	206
11.6	Overall Feedback and Suggestions	206

LIST OF TABLES

Table 1	Festival Highlights	14
Table 2	Key Dates	32
Table 3	Category-wise Entries (Indian and International)	38
Table 4	State-wise Entries	39
Table 5	Country-wise Entries	39
Table 6	Year-wise Entries	39
Table 7	Category-wise Nominations	47
Table 8	State-wise Nominations	47
Table 9	Country-wise Nominations	48
Table 10	Shortlisted Journalist for CMS PANOS Young Environmental Journalist Awards	56
Table 11	Schedule and Facilitators	116
Table 12	List of Awards in Indian Category	121
Table 13	List of Awards in International Category	123
Table 14	Minute to Minute Programme	124
Table 15	Participants of Biodiversity Primer: Workshop for Teachers	130
Table 16	Participants of Comic-making Workshop	134
Table 17	Participants of Filmmaking and Editing Workshop	137
Table 18	List of Participants of CMS VATAVARAN - Children Section	149
Table 19	Phase I - Promotion and Branding Tools	152
Table 20	Phase II - Promotion and Branding Tools	153
Table 21	Phase III - Promotion and Branding Tools	153
Table 22	Phase IV Promotion and Branding Tools	154
Table 23	Details of Advertisement in Major Regional Dailies	155
Table 24	Target Audience for Programmes at Convention Centre, New Delhi	156
Table 25	Target Audience for Programmes at National Science Centre, New Delhi	157
Table 26	Timeline for inviting delegates except Asian Filmmakers	157
Table 27	Timeline for promotion among Asian Filmmakers	157
Table 28	Timeline for promotion among schools	157
Table 29	List of CMS VATAVARAN Advertisements released by Govt of NCT of Delhi	158
Table 30	Outreach through Out of Home Screens	159
Table 31	Target Participants per Slot	162
Table 32	Target Schools per Slot	162
Table 33	Target Participants for Biodiversity Primer for Teachers	162
Table 34	Target Participants of Comicmaking Workshop	163
Table 35	Target Participants of Filmmaking and Editing Workshop	163

Table 36	Key Dates for Creative Expressions Competition and Exhibition	163
Table 37	List of CMS VATAVARAN Press Releases between March 2011 and December 2011	167
Table 38	List of Print Media Coverage	171
Table 39	List of On-line News Coverage	173
Table 40	List of Television News Coverage	174
Table 41	Total Number of Delegates	176
Table 42	Government Representatives	176
Table 43	Representatives (list of Embassies)	177
Table 44	Civil Society Representatives (List of Civil Society Representatives)	177
Table 45	List of Experts	178
Table 46	List of filmmaker Delegates	178
Table 47	List of Academicians	182
Table 48	List of PSU Representatives	183
Table 49	List of Corporate and Industry Representatives	183
Table 50	List of Film Festivals Representatives	183
Table 51	List of Media Representatives	184
Table 52	List of Defence Officials	184
Table 53	List of Independent Delegates	185
Table 54	List of Researchers and Student Delegates	185
Table 55	Details of Entries Received	190
Table 56	Type of Participants	200

LIST OF FIGURES

Fig 1	Selection Process	42
Fig 2	Participants' feedback about Inaugural Ceremony	201
Fig 3	Participants' feedback about Film Screenings	201
Fig 4	Participants' feedback about Panorama of Norwegian Green Films	202
Fig 5	Participants' feedback about Best of World Natural History and Conservation Cinema	203
Fig 6	Participants' feedback on Open Forums	203
Fig 7	Participants' feedback on Asian Filmmakers Summit	204
Fig 8	Participants' feedback on Film Booth	204
Fig 9	Participants' feedback on Award Nite	205
Fig 10	Overall rating of entire festival, summit and feedback about registration process	205
Fig 11	Value for Time and Money	206

LIST OF ANNEXURES

Annexure – 1	Glimpses of CMS VATAVARAN 2011	210
Annexure - 2	Newspaper Advertisement	221
Annexure – 3	Banners with eyelets	222
Annexure - 4.	Brochures	
Annexure - 4.1	Festival Brochure	223
Annexure - 4.2	Sponsorship Brochure	224
Annexure - 4.3	Brochure (Children Section)	225
Annexure - 4.4	Brochure (Children Section - Sponsorship Brochure)	226
Annexure - 5	Countdown Web banners	227
Annexure - 6	Digital Mailers	
Annexure - 6.1	Deadline – March 31, 2011	229
Annexure - 6.2	Deadline – May 31, 2011	230
Annexure - 6.3	Deadline – July 31, 2011	231
Annexure - 7	Entry Form and Guidelines	
Annexure - 7.1	Entry Form	232
Annexure - 7.2	Guidelines	233
Annexure - 8	Leaflet for Wildscreen Film Festival	234
Annexure - 9	Poster	
Annexure - 9.1	Poster Call for Entry (January 2011)	235
Annexure - 9.2	Poster Call for Entry (March 2011)	236
Annexure – 10	Standee Banners	238
Annexure – 11	Web Ads and Banner for Withoutabox	
Annexure - 11.1	Web Ads for Withoutabox	239
Annexure - 11.2	Web Banner for Withoutabox	240
Annexure – 12	Website	241
Annexure – 13	Banner with eyelets	242
Annexure – 14	Digital Mailers	243
Annexure – 15	Standee banners	244
Annexure – 16	Badges	245
Annexure – 17	Banner with eyelets	246
Annexure – 18	Standee banners	247
Annexure – 19	Badges	248
Annexure - 20	Standee Banners	250
Annexure - 21	On Screen Branding	251
Annexure – 22	Digital Mailers	

Annexure - 22.1	1st Asian Filmmakers Summit	252
Annexure - 22.2	Delegate Registration	253
Annexure – 23	Invitation	
Annexure - 23.1	Invitation Envelops	254
Annexure - 23.2	Inaugural Ceremony Invitation Cards	255
Annexure - 23.3	Award Nite Invitation Cards	256
Annexure - 23.4	UKIERI Invitation Cards	257
Annexure - 23.5	Programme Highlights	258
Annexure – 24	Newspaper Advertisements	
Annexure - 24.1	Newspaper Advertisements (Participant Registration)	259
Annexure - 24.2	Newspaper Advertisements (On the Spot Registration)	260
Annexure - 24.3	Newspaper Advertisements	261
Annexure – 25	Delegate Registration	
Annexure - 25.1	Online Delegate Registration Form	262
Annexure - 25.2	Delegate Registration Form	263
Annexure - 25.3	School Delegate Registration Form	264
Annexure - 25.4	Students Delegate Registration Form	265
Annexure - 25.5	Teachers Delegate Registration Form	266
Annexure – 26	Out of Home Screens	267
Annexure – 27	Poster	
Annexure - 27.1	Poster Main Festival	268
Annexure - 27.2	Poster Children Section	269
Annexure – 28	Film Passes	270
Annexure – 29	Screening Schedules	
Annexure – 29.1	Screening Schedule for Convention Centre	271
Annexure - 29.2	Screening Schedule for Children Section	272
Annexure – 30	Social Media – Twitter, Face book, LinkedIn	273
Annexure – 31	Television Promos	
Annexure - 31.1	Television Promos (Doordarshan)	274
Annexure - 31.2	Television Promos (Zee News)	275
Annexure – 32	Website	276
Annexure – 33	Programme Booklet	278
Annexure – 34	Citations and Certificates	
Annexure - 34.1	Citation for Awardees	279
Annexure - 34.2	Citation for Nominees	280
Annexure - 34.3	Participation Certificates for 2011 Film Entrants	282

Annexure - 34.4	Certificate of Appreciation - Volunteers and Interns	283
Annexure - 34.5	Citation for CMS VATAVARAN Prithvi Ratna Award	284
Annexure - 34.6	Citation for CMS-PANOS Young Environmental Journalist Awards (Print & Electronic Media)	285
Annexure - 34.7	Certificate of Participation - Children Section	286
Annexure - 34.8	Certificate of Appreciation for Schools – Children Section	287
Annexure – 35	Signage	288
Annexure – 36	Signature Film	290
Annexure – 37	Delegate Kit	
Annexure – 37.1	Diary	291
Annexure – 37.2	Pen	292
Annexure – 37.3	Delegate Bag	293
Annexure – 38	Trophy	294
Annexure – 39	Festival Directory	295
Annexure – 40	Press Releases	297





1 Introduction



Award Winners of 6th CMS VATAVARAN 2011

1.1 CMS VATAVARAN – An Eventful Journey

Initiated in 2002 by CMS, as India's one and only environment and wildlife film festival and forum, CMS VATAVARAN has traversed several milestones in its decade long eventful journey. Its unique twin track approach of organising competitive and traveling film festivals and environment forum has successfully created a strong network of Indian and international filmmakers, researchers, environmentalists, journalists, students and environment enthusiasts.

CMS VATAVARAN has become one of the most prestigious film festival across the globe and has successfully positioned India as a fast emerging destination for environment and wildlife filmmaking. The growing interest of the international filmmakers can be gauged from the fact that 317 environment films were received from 27 countries and 22 Indian states in the 2011 festival.

Till 2011 six competitive film festivals have been organised in the country. The travelling festivals have been organised in state capitals and other important towns and cities. Till date 35 festivals have been organised in 26 cities of India.

1.2 Festival Objectives

The festival aims to:

- ▶ set up a credible green forum for dialogue, discussion and deliberations to evolve a global environment outreach framework.
- ▶ nurture a new breed of "alternate filmmakers", and strengthen collaboration between filmmakers, broadcasters and commissioners from developing and developed countries to stimulate production of high quality films.
- ▶ to take on multi-faceted environmental issues, share available knowledge, highlight the deep interconnectedness between sectors and issues, encourage critical thinking, and help shift entrenched attitudes and practices.
- ▶ to galvanise civil society and evolve a platform for public opinion and decision making processes to influence policy making.



Eastern Pygmy Possum in Tree Waratah



Scaphiophryne Madagascariensis Frog Andingitra

1.3 6th CMS VATAVARAN – Environment & Wildlife Film Festival and Forum

Showcasing an eclectic mix of Indian and International films, the 6th international competitive edition of CMS VATAVARAN, was presented in a new avatar in 2011. Completing ten glorious years of the CMS VATAVARAN movement, the festival introduced a whole lot of new programmes and events this year from December 6 - 10, 2011.

The festival was held in two parts. The main festival focussed on programmes for filmmakers, commissioners, film distributors and general public. A special section of the festival was dedicated to children.

1.3.1 Festival Theme: Biodiversity Conservation

As host of the 11th Conference of Parties (CoP-11) to the CBD, India will take the lead in the process of Biodiversity Conservation. An important component of carrying forward this stupendous task is through creating the

right knowledge base and channelising it to the cross section of society via innovative communication means. Biodiversity conservation through Communication, Education and Public Awareness (CEPA), has been given immense importance in the Nagoya discussions. CoP-10 Decision X/18 "underlined the importance of using the momentum in communication, education and public awareness initiated by the International Year of Biodiversity to support the Strategic Plan for Biodiversity 2011-2020 and the proposed United Nations Decade on Biodiversity for the period 2011-2020."

The 6th CMS VATAVARAN Film Festival with "Biodiversity Conservation" as the theme for 2011 has further helped in enhancing communication, education and public awareness on biodiversity related issues with the full and effective participation of all stakeholders.

The festival and forum not only focussed on the factors responsible for the loss of biodiversity at an alarming rate but also its impact and the possible solutions to ensure



Convention Centre, New Delhi



National Science Centre, New Delhi

that the ecosystems of the planet continue to sustain human well-being in the future. It emphasised on concerted and synergic efforts of different stakeholders to ensure conservation and sustainable use of the rich biological diversity of our planet.

1.3.2 Festival Venue

The festival was held at two venues. The festival and forum activities for filmmakers, commissioners and registered delegates were held at Convention Centre (opp Jantar Mantar), Jai Singh Road, New Delhi and the children section was held at National Science Centre, near Pragati Maidan, New Delhi.

1.3.3 Festival Highlights

Table 1: Festival Highlights

Venue: New Convention Centre	Venue: National Science Centre
<ul style="list-style-type: none"> ➤ Inaugural Ceremony <ul style="list-style-type: none"> ➤ Big Moments ➤ Reflections ➤ Indian and International Film Screenings ➤ Open Forums on Biodiversity and Climate Change ➤ Asian Filmmakers Summit <ul style="list-style-type: none"> ➤ Master Classes ➤ Meet the Commissioners ➤ Trade Shows ➤ Speed Pitching ➤ Open Forum ➤ Best of World Natural History and Conservation Cinema ➤ Panorama of Norwegian Green Films ➤ Award Nite ➤ Film Booth ➤ Exhibition ➤ Organic Bazaar 	<ul style="list-style-type: none"> ➤ Green Cinema ➤ Biodiversity Primer: Workshop for Teachers ➤ Comic-making Workshop ➤ Filmmaking and Editing Workshop ➤ Creative Expression Competition and Exhibition



Dr N Bhaskara Rao, Chairman, CMS receiving the Delegates



Eminent Guests at the Convention Centre



Filmmaker Akanksha Joshi

1.3.4 Participants

a. Development Sector

Organisations working on environment and sustainable development, climate change, livelihoods, ecotourism, natural heritage, energy, water, agriculture and sustainable technologies.

b. Corporate Sector and Industries

Industries in the areas of power, renewable energy, water, waste management, transport, food grains, tourism, film and television, carbon trading, real estate and construction.

c. Government – Central and State

Pollution Control Boards, municipal corporations and councils, state councils for science and technology, forest, environment

and wildlife departments, etc.

d. Filmmakers

Environment and wildlife filmmakers, commissioners, distributors, acquirers and broadcasters.

e. Media

Regional, national and international journalists from print, electronic and new media.

f. Educators

Teachers, professors, researchers, principals and vice chancellors.

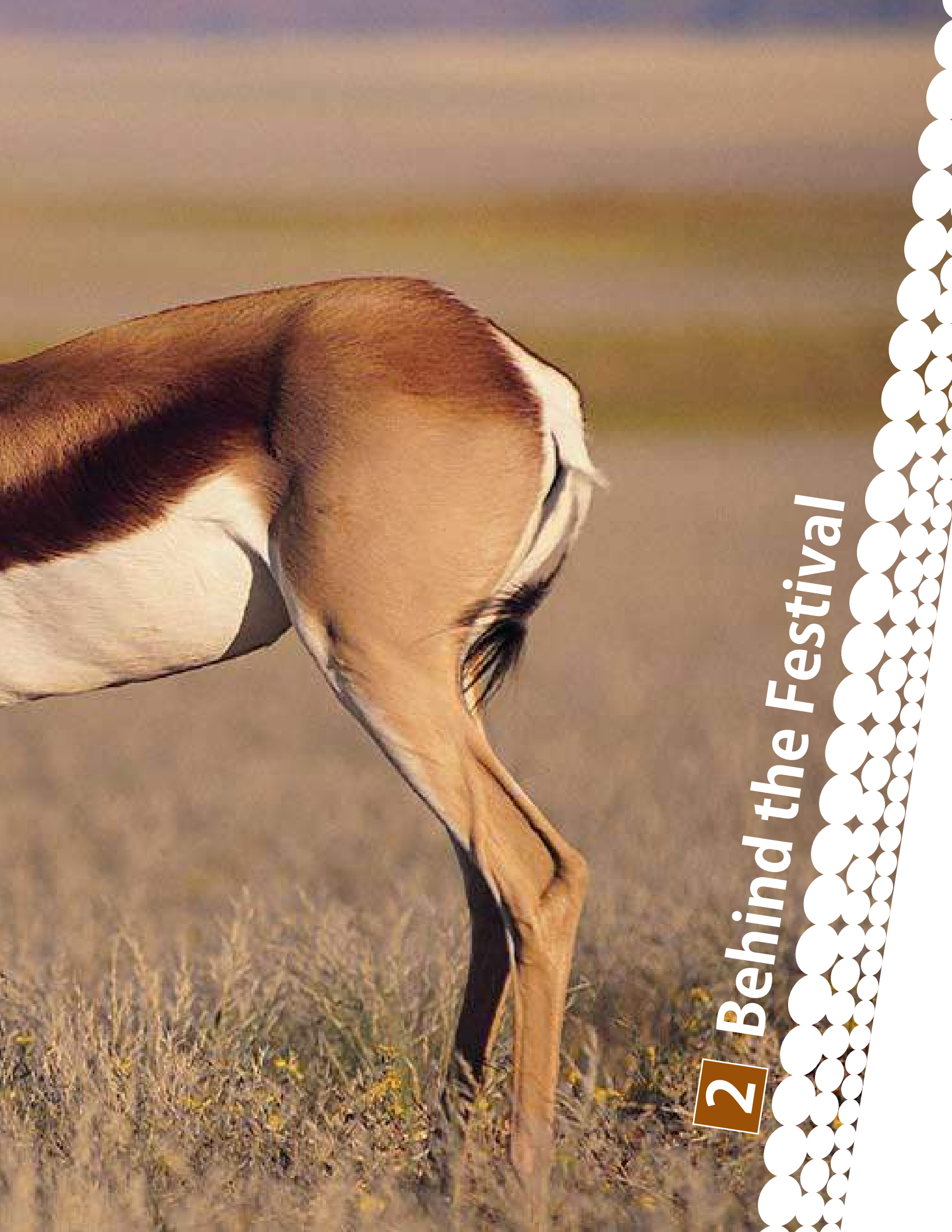
g. Students

Mass communication, journalism, environmental sciences, filmmaking engineering and management.



Student Participants at Convention Centre





2 Behind the Festival



CMS Environment Team Members



Delegate Registration Desk at the Festival

2.1 Organiser: CMS

Established in 1991, CMS is an independent, non-profit and multi-disciplinary organisations dedicated to research-driven initiatives that enable policy makers make informed decisions on development and social change. CMS is recognised for its rigorous study methodologies, the innovative approaches it brings to research initiatives and for the credibility of its findings.

Over the past two decades, CMS has carved a niche for itself in areas such as social research, social development studies and strategies for environment protection, communication studies, public opinion research, and training and performance appraisal. It has established itself as an organisation of repute by undertaking large-scale national studies cutting across cultural and physical boundaries.

CMS operates through specialised teams of professionals with multidimensional expertise. The teams are CMS Environment, CMS Social, CMS Communication, CMS Academy, CMS Transparency Studies, CMS Surveys and CMS Media Lab.

CMS VATAVARAN: Environment & Wildlife Film Festival and Forum is yet another well-

known endeavour of CMS over the past one decade (2002-2011). CMS VATAVARAN is organised by the CMS Environment team and 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.

In its decade long journey CMS VATAVARAN has acquired the form of a green movement in the country and has ushered in a fresh green global consciousness on an extraordinary scale using environment forums and films.

2.2 Partners

2.2.1 Ministry of Environment and Forests, Govt of India

The Ministry of Environment and Forests (MoEF) is the



nodal agency in the administrative structure of the Central Government for the planning, promotion, co-ordination and overseeing the implementation of India's environmental and forestry policies and programmes.

The primary concerns of the Ministry are

implementation of policies and programmes relating to conservation of the country's natural resources including its lakes and rivers, its biodiversity, forests and wildlife, ensuring the welfare of animals, and the prevention and abatement of pollution. While implementing these policies and programmes, the Ministry is guided by the principle of sustainable development and enhancement of human well-being.

The Ministry is actively associated with CMS VATAVARAN, since its inception in 2002. The festival acts as a catalyst in taking up multifaceted environmental issues, share available knowledge, highlight the deep interconnectedness between sectors and issues, encourage critical thinking and help shift entrenched attitudes and practices. This festival is thus fulfilling MoEF's one of the most important mandate of creating awareness and building networking on conservation issues in the country. www.moef.in

2.2.2 The Royal Norwegian Embassy, New Delhi



The Royal Norwegian Embassy represents the Government of Norway in India. The Norwegian Embassy's support to the 6th CMS VATAVARAN Environment & Wildlife Film Festival and Forum 2011 reflects Norway's commitment to strengthen, intensify and further develop a mutually beneficial cooperation with India through strategic use of its resources and expertise.

The Royal Norwegian Embassy in New Delhi has been mandated by the Norwegian Government to promote cooperation with India on environment and climate change at government level, between institutions and business-to-business. Building

partnerships, between our countries, and across sectors, is a guiding principle of the work the embassy is doing. The Joint Commission at the Foreign Ministers' level was established in 2005, followed by setting up of various inter-ministerial Joint Working Groups notably in culture, science and technology, hydrocarbons, education and environment. www.norwayemb.org.in

2.2.3 Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH; Natural Resource Management Programme



The Indo-German development cooperation works towards enhancing the environmental resource base through innovative approaches, and address the risks posed by climate change. GIZ supports the policies of the government in this sector by strengthening India's own development efforts with a view to achieve the national development objectives, the Millennium Development Goals (MDGs), and implementation of international environmental conventions.

GIZ engages stakeholders at different levels to facilitate change and empower implementing partners. Partner orientation combined with a wealth of regional and technical competence and established management expertise allow for the application of not only for technical solutions but also for institutional and structural solutions. This unique position has allowed GIZ to be the first international development agency to work on climate change adaptation in rural areas of India.

The programme supports partners at the national and state levels for designing innovative financing approaches for

sustainable natural resource management, improving the efficiency and effectiveness of public and private investments in agriculture and natural resources sector, and finding appropriate solutions for adaptation to climate change. www.giz.de/en

2.2.4 Zee News

Zee News' 'My Earth My Duty' campaign, launched on June 5, 2010 in association with Nehru Yuva Kendra Sangathan (NYKS) is a social initiative with an objective to spread awareness on climate change. The initiative aims at engaging various members of the society to sensitise and encourage them to take concrete action towards mitigating the effects of climate change. The campaign reached out to a whopping 50 million youngsters last year and entered Limca Book of Records 2010-2011 for setting a record of planting more than 73 lac trees in one single day (25th August 2010) across 2.5 lac villages and all the District Head Quarters. The achievement not only made it Nation's largest climate change awareness drive but also won it the prestigious Rashtriya Rajiv Gandhi Award.

This year, Zee News once again rolled out the campaign on World Environment Day (June 5, 2011) with NYKS having the same objective of motivating people to bring about behavioural change to fight the menace of the global warming and environmental degradation and most importantly the role that each one of us can play in saving our Mother Earth. The logo, which encapsulates Mother Earth with a green cover, aims to communicate to every individual his duty towards the planet for our future generations.

Spread over a period of three months, the campaign is being drawn up as an innovative one from all conceivable aspects and has



been designed in such a way that it should reach a sizeable population effectively across the nation in various languages like Hindi, Marathi, Gujarati, Bengali and others. www.zeenews.india.com

2.2.5 Indian Oil

Indian Oil is India's flagship national oil company with business interests straddling the entire hydrocarbon value chain – from refining, pipeline transportation and marketing of petroleum products to exploration and production of crude oil and gas, marketing of natural gas and petrochemicals. It is the leading Indian corporate in the Fortune 'Global 500' listing, ranked at the 98th position in the year 2011.

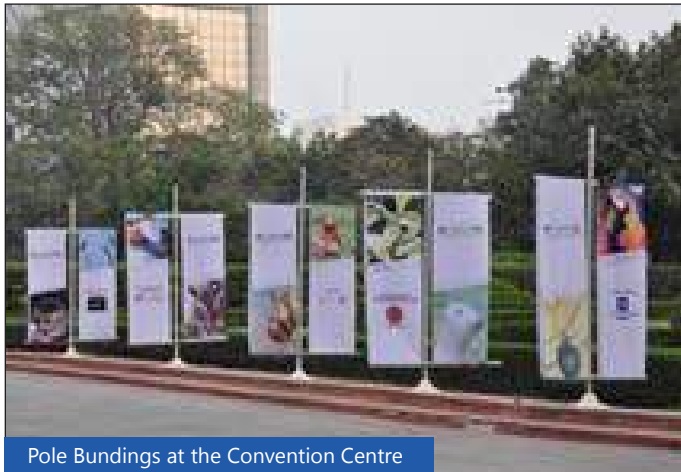


Having set up subsidiaries in Sri Lanka, Mauritius and the United Arab Emirates (UAE), Indian Oil is simultaneously scouting for new business opportunities in the energy markets of Asia and Africa. www.iocl.com

2.2.6 Doordarshan

Doordarshan, the public service broadcaster, is the largest terrestrial network in the world. The service started on September 15, 1959, to transmit educational and developmental programmes on an experimental basis. Doordarshan has made significant contribution to accelerate socio-economic change, promote national integration and stimulate scientific temper. Being a public service broadcaster, it strives to carry socially relevant messages in its programme content. Doordarshan has a three-tier programme service – national, regional and local. DD's national programmes inculcate a sense of unity and fraternity with its healthy mix of entertainment, information and education. All major national events as well as educational programmes and issues





Pole Bundlings at the Convention Centre



Information and Film Screenings Registration Desk

related to women, tribal affairs and other public service programmes are broadcast on regular basis. Doordarshan is the only television network in the country which has diverse programming on family welfare, women, children and the less privileged. It also beams programmes on agricultural information and knowledge, preservation of environment and ecological issues. Since VATAVARAN 2002, Doordarshan has been providing consistent support in promoting the festival across India. www.ddindia.gov.in

2.2.7 Union Bank



Union Bank of India was established on 11th November 1919 with its headquarters in the city of Bombay now known as Mumbai. The Bank now operates through over 2800 branches across the country. The Bank's core values of prudent management without ignoring opportunities is reflected in the fact that the Bank has shown uninterrupted profit during all 90 years of its operations.

Union Bank has been playing a very proactive role in the economic growth of India and it extends credit for the requirements of different sectors of economy. Many generations of members of the staff have contributed in building up the strong edifice of the bank. www.unionbankofindia.co.in

2.2.8 Essar Foundation

The Essar Foundation seeks to positively impact the lives of all who come into contact with the group's operations. The 3E framework is a way of focusing efforts and resources. Within that framework Entrepreneurship, Environment and Education, six long-standing programmes exist. They focus on education, health, women's empowerment, livelihood, infrastructure and environment. These programmes have a dual function. Firstly, to create awareness and then to make positive improvements. www.essar.com



2.2.9 SAIL

Steel Authority of India Limited (SAIL) is the leading steel-making company in India. It is a fully integrated iron and steel maker, producing both basic and special steels for domestic construction, engineering, power, railways, automotive and defense industries and for sale in export markets. SAIL is also among the five Maharatnas of the country's Central Public Sector Enterprises. www.sail.co.in



2.2.10 HPCL

HPCL is a Government of India Enterprise with a Navratna Status, and a Fortune 500 and Forbes 2000 company, with an annual turnover of Rs 1,32,670 crores and sales/income from operations of Rs 1,43,396 crores (US\$ 31,546 Millions) during FY 2010-11, having about 20% market share in India among PSUs and a strong market infrastructure. HPCL's Crude Thruput and Market Sales (including exports) are 14.75 Million Metric Tonnes (MMT) and 27.03 MMT respectively in the same period.



HPCL operates 2 major refineries producing a wide variety of petroleum fuels and specialties, one in Mumbai (West Coast) of 6.5 Million Metric Tonnes Per Annum (MMTPA) capacity and the other in Vishakapatnam, (East Coast) with a capacity of 8.3 MMTPA. HPCL holds an equity stake of 16.95% in Mangalore Refinery & Petrochemicals Limited, a state-of-the-art refinery at Mangalore with a capacity of 9 MMTPA. In addition, HPCL is constructing a 9 MMTPA refinery at Bathinda, in the state of Punjab, as a Joint venture with Mittal Energy Investments Private Ltd.

HPCL also owns and operates the largest Lube Refinery in India producing Lube Base Oils of international standards, with a capacity of 335 TMT. This Lube Refinery accounts for over 40% of India's total Lube Base Oil production.

HPCL's vast marketing network consists of 13 Zonal offices in major cities and 101 Regional Offices facilitated by a supply and distribution infrastructure comprising Terminals, Pipeline networks, Aviation Service Stations, LPG Bottling Plants, Inland Relay Depots & Retail Outlets, Lube and LPG Distributorships. HPCL, over the years,

has moved from strength to strength on all fronts. The refining capacity steadily increased from 5.5 MMTPA in 1984/85 to 14.8 MMTPA presently. On the financial front, the turnover has grown from Rs 2687 crores in 1984-85 to an impressive Rs 1,32,670 crores in FY 2010-11. www.hindustanpetroleum.com

2.2.11 Birla Edutech

Birla Edutech Limited has embarked on a journey to revolutionise education in India. Its vision is to bring back creativity and the joy of learning to schools & nurture sensitivity towards the society, economy and environment. It promises to build a uniting culture, provide rich education and develop a strong sense of community through each of its multifaceted institutions. Dedicated to finding novel solutions to the greatest challenges of the day, it aims to prepare students for global leadership in today's complex world. www.birlaedutech.com



2.2.12 Kingdom of Netherlands

The Netherlands has an open and internationally-oriented economy. The longstanding business relationship between India and the Netherlands has intensified significantly over the years. The embassy's endeavour is to increase Indo-Dutch cooperation in many fields, but mainly in trade, investments and science and technology. www.hollandinindia.org



2.2.13 Panos South Asia

Panos South Asia has its headquarters in Kathmandu (Nepal) with country offices in New Delhi (India), Colombo (Sri Lanka), Karachi (Pakistan), and Dhaka (Bangladesh). The multiple roles of



the regional centre are:

- ▶ To work in partnership with both local and regional partner organisations to stimulate and inform public and policy debate, and to provide information on key environment and development issues that is accessible to multiple target groups.
- ▶ To encourage and help develop traditional or innovative information, communications, activities and techniques, to enable marginalised groups and communities to play an increasingly greater role in development debates (for instance recording testimonies of indigenous people displaced by coal mining in Jharkhand or those women and children affected and infected by HIV/AIDS).
- ▶ To utilise issue-based training workshops to promote and build greater capacity in investigative reporting in the region.
- ▶ To engage in research that enables us to influence the building of capacity to deal with constantly evolving opportunities and threats arising from new communication technologies. This is especially true with regard to its activities on radio programming and technology to effectively use this communication tool.
- ▶ To implement activities to increase the quality of, and capacity for, a continuing regional analysis of information and communications issues.
- ▶ To serve as a Southern communication nodal point which acts as a link to the Northern media, ensuring that voices in the South have a greater reach. www.panossouthasia.org

2.2.14 Gaia People

The Gaia People specialises in designing and implementing CSR strategies, employee engagement programmes and communication campaigns for corporates in wildlife and environment conservation. The premise of their business is that it integrates corporate business goals



with environmental conservation through engaging, focused, long-term and result-oriented strategies. The company also designs vacations and volunteer holidays that support communities and conservation. The basis of this project is to promote responsible tourism, wherein the holiday programmes are run by local people, thereby creating more jobs and greater income for them and increased benefits for conservation, while minimising the negative impacts on local environments. www.facebook.com/pages/The-Gaia-People/165491580180216

2.2.15 TVEAP

Television for Education – Asia Pacific, trading as TVE Asia Pacific (abbreviated: TVEAP), is dedicated to communicating sustainable development, humanitarian and social justice issues through the audio-visual and new media. www.tveap.org



2.2.16 ITC Hotels - for a green world

ITC Hotels is actively committed to the environment. As responsible corporate citizens, ITC recognises its commitment towards maintaining a greener and healthier environment. WelcomEnviron is its vision for a green world. It's a multi-faceted programme started in order to propagate environmental causes in the cities where ITC Hotels are located. The guiding principle is 'Reduce, Reuse and Recycle'. Each hotel has its own programme, encompassing local participation, creating awareness among employees and internal conservation through energy-saving gadgets and environment-friendly material. ITC's guests are also encouraged to be a part of our campaign, 'Give back as much as you take from the environment'. www.itchotels.in



2.2.17 Department of Environment,

2.2.18 Govt of NCT of Delhi

The Department of Environment has been assigned responsibility of improving the overall environmental quality in Delhi. The department is actively engaged in overall environmental assessment, monitoring, protection and awareness rising among the people of Delhi. Multi-dimensional approach is being adopted by the department for promotion, conservation and preservation of environment. www.environment.delhigovt.nic.in



2.2.19 National Science Centre

The National Science Centre, Delhi is a unit of the National Council of Science Museums (NCSM), which is an autonomous body under the Ministry of Culture of the Government of India. It is a pioneering institute engaged in the popularisation of science among the people of the northern part of India in general and among the students in particular. www.nscdelhi.org



2.2.20 Norwegian Film Institute

The Norwegian Film Institute operates under the auspices of The Royal Norwegian Ministry for Culture and is the government's civil executive body for the film sector and its advisor in questions of film policy. Through regulations delivered by the Ministry and its general mandate the NFI is charged with putting the government's film policy into practice. The NFI provides support for Norwegian films, television series and electronic games, and organises training and talent development in the sector. Through www.nfi.no, the Film Museum, and exhibitions in the Film House, the NFI protects and disseminates knowledge and understanding



of the Norwegian film heritage. The Institute is furthermore charged with facilitating and marketing Norway as an attractive shooting location for foreign film producers. www.nfi.no

2.3 Process

2.3.1 The Festival

Spreading the message of saving the rich variety of life on earth and the need to be better informed and sensitised, CMS VATAVARAN 2011 – Environment and wildlife film festival provided fresh perspectives on various issues concerning environment and wildlife. The 2011 festival showcased best of nationally and internationally acclaimed films entered into the 6th competitive festival. The five-day festival involved multiple interactive discussions with Indian and International filmmakers and subject experts. The festival also provided a platform to exchange ideas, issues and environmental concerns through the medium of summits, seminars, workshops, talks and seven numbers of open forums. Organising a festival on such large scale involved meticulous approach, ample resources and systematic execution.

2.3.2 Venue

The year 2011 saw an experiment with multiple venues for the first time in our competitive festival.

The festival venues were Convention Centre, National Science Centre (NSC) and Asola Wildlife Sanctuary. The chosen venues had ample open space, latest acoustics and projection equipments and were apt for conducting various parallel programmes.

Situated in the heart of the city near Connaught Place, the Convention Centre is well connected to Delhi Metro network and was easily approachable by all modes of transport.



H E Ms Ann Ollestad, Ambassador of Norway to India at Inaugural Ceremony



Film Screening Participants

National Science Centre organises various educational programmes for the benefit of students, teachers & society and is thronged by thousands of students on a daily basis. Thus, NSC was considered as the ideal venue for hosting the children section of 6th CMS VATAVARAN.

2.3.3 Programme Planning and Implementation

The 6th edition of CMS VATAVARAN was quite different from its previous editions. CMS VATAVARAN movement introduced a whole lot of new programmes and events this year. Organising each programme involved detailed planning, research, networking and methodical implementation.

2.4 Programmes at Venue: Convention Centre

2.4.1 Inaugural Ceremony

The format of the inaugural programme was distinct from the festival's previous editions. The inaugural ceremony had special sessions with filmmakers and conservationist. Session "Big Moments" was with eminent wildlife filmmakers i.e. Naresh & Rajesh Bedi from India and Evert van den Bos from Denmark. The session "Reflections" was held with world's

renowned wildlife conservationist and author Dr George Schaller to showcase his conservation work. For organising these sessions, research was done to identify, invite and compile the work of these experts and filmmakers whose rare work could be showcased during the inaugural ceremony. Film clips from the invited filmmaker's work were compiled and arranged in a sequence for showcasing to the audience. To moderate these sessions, experts like Dr A J T Johnsingh and Perna Bindra from the field of media and communication were identified and invited. The moderators and the guest speakers of each session were briefed on the programme format prior to their session.

2.4.2 Film Screenings

To make the film screenings interactive; anecdotes were taken prior to the festival by the screening anchors from each filmmaker to get first hand information on their films. These anecdotes were used to highlight interesting stories which were not shown in the films but contributed in putting together the entire film. All the nominated filmmakers whose films were showcased during the festival were also invited to attend the festival as a delegate and travel bursary were given to outstation filmmakers for attending the festival.



Dr George Schaller, Vice President, Panthera and Eminent Conservationist and Mr Praveen Singh, Eminent Wildlife Filmmaker



Filmmaker Interacting with Audience



Panelists of Open Forum on Climate Change

2.4.3 Asian Summit of Filmmakers

The summit comprised of master classes, meet the commissioners, trade shows and pitching sessions. Each programme involved identifying and inviting organisations engaged in film distribution, marketing of films and film content. Film distributors, commissioning agents from India and countries like USA, UK, Australia, etc were targeted for this programme. From India funding agencies such as PSBT, Films Division, National Film Development Corporation, Forest and Tourism Departments, Pollution Control Boards, Biodiversity Boards and Doordarshan Kendras were approached. The target participants for this programme were filmmakers from Asian countries. International film festival delegates were approached for participating in the summit.

2.4.4 Best of World Natural History and Conservation Cinema

For the first time in the history of CMS VATAVARAN, best of environment and wildlife films from various international film festivals were showcased. To organise this, a database of prominent international environment and wildlife film festivals was compiled. Proposals for organising a panorama of best of their festival were sent to the festival directors. Enthusiastic response was received from international film festivals who were eager to showcase

their films to the Asian audience. The participating festivals were Jackson Hole Wildlife Film Festival, USA; Ya'an Panda International Animal & Nature Film Festival, CHINA; Wildlife Vaasa Festival, FINLAND; CINEMAMBIENTE – Environmental Film Festival, ITALY and Inkafest Mountain and Environment Film Festival, PERU

2.4.5 Open Forums on Biodiversity and Climate Change

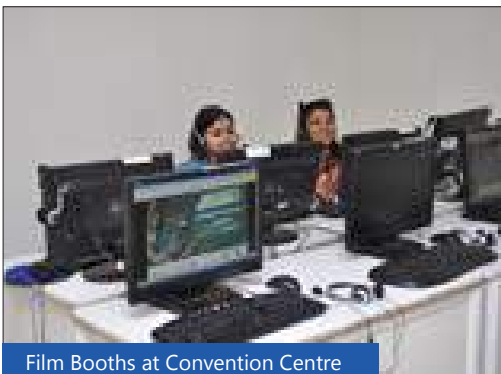
The open forums were discussions between subject experts, filmmakers and the audience present for the film screenings. There were two thematic discussions on Climate Change and Biodiversity theme on each day of the festival. The films highlighting issues relevant to the theme were scheduled. Experts were identified on both subjects- climate change and biodiversity to elaborate on the subject in general and also on the concerns highlighted through the films. To moderate the discussions, experts from the field of media and communication were identified and invited. The filmmaker whose film was showcased during the screening slot was also invited as a panellist in the interactive discussion.

2.4.6 Award Ceremony

The award ceremony was also distinct from its previous additions. A green carpet was laid to honour the nominees and the guests.



Mr Prakash Jha and Dr George Schaller presenting the Newcomer Award



Film Booths at Convention Centre



Organic Bazaar at Convention Centre

To give away the awards, celebrities and partners were identified and invited. For announcement of the film nominations and award winners, film clippings were compiled and arranged in sequence. Trophies and citations were designed and made for honouring the winners. The entire venue was decorated to greet the winners and guests.

2.4.7 Film Booths

Special film booths were prepared at the festival venue to facilitate the registered delegates to view films that they had missed during the screenings. To set up the film booth, six TFT screens were displayed. Hard disks were installed wherein all the films were saved and could be played. Strong search functionality was developed to access the desired films.

2.4.8 Exhibition and Organic Bazaar

The interactive exhibition space at 6th CMS VATAVARAN was the perfect platform for various organisations to showcase their products and services. As the festival was attended by large number of diverse Indian and international delegates, this exclusive space proved to be extremely conducive for brand awareness. Artisans and craftsmen from different states were invited to display their eco-friendly products such as jute bags, earthenware, madhubani paintings, etc. Infrastructure was arranged by CMS to

put up stalls, i.e. panels, printing of facia, table, chairs, halogen lights, etc

An exhibition of environment and wildlife photographs was also put up in the foyer area of Convention Centre. To give shape and form to the exhibition, photographers were identified and invited to display thier creative work. Exhibition panels were arranged by CMS to put up the photographs.

Some of the exhibitors were Birla EDUTECH, Embrace Video, Indian Centre for Plastic in the Environment (ICPE), Syncline Films Pvt Ltd, World Wide Fund for Nature (WWF India), Hoolock Gibbon– Ecoclub newsletter, Geography and You, Kamrup Handicrafts, Arena Animation, etc.

2.5 Programmes at Venue: National Science Centre

2.5.1 Creative Expression Competition and Exhibition

For the first time a competition was held between schools to decorate the festival venue with artefacts made from waste material. For realising this competition guidelines were formed. Invitations were sent to schools for participation with deadlines to participate. Space within National Science Centre was identified and allotted to the participating schools to decorate it. A team of judges was formed involving experts from various fields to judge the winner.

2.5.2 Comic-making Workshop

The comic-making workshop held during the children section was another new initiative this year. To conduct the workshop comic-making expert was identified and invited. Chief Guest and Special Invitees were also identified and invited. Stationery for the workshop was arranged. Exhibition panels were arranged for putting up the exhibition of the comics made by the participants during the workshop.

2.5.3 Filmmaking and Editing Workshop

To organise this programme, a resource person having considerable expertise in the field of environment and wildlife filmmaking was identified and invited. Asola Wildlife Sanctuary, the venue for the outdoor shooting where wildlife shots could be captured was identified and finalised. Special invitees and guests for the workshop were also identified and invited. Appropriate equipment was arranged for the programme i.e. screens, projectors, cameras, editing suite and sound system. Buses were arranged for to and fro travel of the participants from National Science Centre, New Delhi to Asola Wildlife Sanctuary.

2.5.4 Biodiversity Primer: Workshop for Teachers

For conducting this programme a resource person who had ample knowledge in the field of environment education and had the experience of training the educators was identified and invited. Content and manual pertaining to the workshop was developed for the participating teachers.

2.5.5 Stalls

Civil societies were invited to put up stalls at National Science Centre. CMS identified and hired vendors for providing requisite

material i.e. panels, printing of facia, table, chairs, halogen lights, etc.

2.6 Designing and Printing

The look of 2011 festival was unique and distinct from its previous editions. The designs for the main festival at Convention Centre and the Children Section were in accordance with the target group. The designs for the children section programme were more colourful and vivid and depicted festivity. The designs for the festival at Convention Centre were more sober and sophisticated.

In the 2011 promotion and publicity materials were printed during various phases of the festival i.e. call for entries, selection process, pre-festival publicity and on-site branding. The promotion material was used for inviting the target participants and for branding purpose. The festival this year however reduced the quantity of printed material. Digital signage was used for the first time in the festival. Despite having multiple venues, the printing of collaterals was restricted to those which were absolutely necessary. This saved on the festival cost and also reduced festival's carbon footprints.

Delegate registration was also made online. Thus this avoided the need for printing and distribution of delegate forms and saved on the cost of printing and courier charges.

2.7 Promotion and Publicity

The 2011 festival involved a strategic promotion and publicity plan right from the 'call for entries' phase till the festival. In the 'call for entry' phase qualitative research was done to identify the shortcomings in the festival's planning and implementation phase. New promotion strategies were formed and implemented to ensure that maximum entries were received from each

state in India and also from countries which were not earlier targeted. For delegate registration strategic mobilisation plans were developed and implemented for ensuring the right kind of audience for each programme. Innovative publicity tools were used to reach out to different set of audience. Festival promos were run on out of home screens, Café Coffee Day outlets and television channels i.e. ZEE News and Doordarshan. Posters were displayed at strategic locations across Delhi and NCR region. Personal visits were made by CMS officials to prominent schools, colleges, media and professional educational institutes of Delhi and NCR. Festival information was also disseminated to international film festival delegates for inviting filmmakers from Asian countries for the Asian Filmmakers Summit. Members of international UN groups like UNEP, IUCN were also approached. For children section programmes, Department of NCT of Delhi was approached for sending festival information to lead schools. Registration for the children section programmes was also done through National Science Centre which is daily thronged by several schools. Advertisements were released in prominent newspaper dailies for 'call for entry' and festival promotion in Delhi and other parts of India.

2.8 Human Resources

The year 2011 proved to be cost efficient and also led to optimisation of human resources. Each official of the festival was assigned a specific task to handle i.e. branding, logistics, programmes, delegate registration, etc. This led to efficiency in work and created a sense of responsibility among the team members. Interns were taken for a period of 2-3 months who contributed their services towards specific festival related work i.e. delegate

registration, media and IT. Volunteers and interns were invited through online application form and guidelines specially developed for the festival. Volunteers were deployed from renowned media institute and were engaged for assisting the festival team in programmes, media, logistics, video and photography documentation, rapporteuring, etc during the five-day festival. The festival also engaged filmmakers as anchors for its inaugural ceremony, screenings and award ceremony. Consultants were hired for organising the Asian Summit of Filmmakers, networking dinners and moderators for various sessions.

2.9 Permissions and Clearances

The festival directorate took the mandatory exemption for screening films in the 2011 festival from Ministry of Information and Broadcasting, Govt of India for both festival venues i.e. Convention Centre and National Science Centre, New Delhi.

2.10 Food and Refreshment

Food and snack stalls were put up inside the festival venue Convention Centre. Popular beverages brand "Café Coffee Day" was invited to set up its beverages and food outlet at the food lounge of the festival. A special stall serving snacks and beverages was also set up in its foyer area.

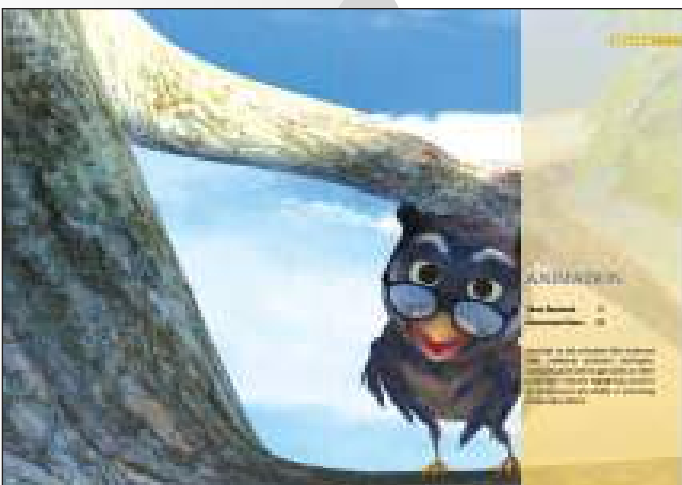
2.11 Travel and Accommodation

All nominated Indian filmmakers, selected international filmmakers, programme speakers and celebrities were provided travel and board support. Nominated filmmakers in the international category were provided with accommodation support in India.





3 Call for Entries



3.1 Overview

CMS VATAVARAN has been providing an opportunity to amateur as well as distinguished filmmakers, organisations, broadcasters to compete for the coveted CMS VATAVARAN Awards under various categories.

During the 2011 'Call for Entries' phase, entries were invited from Indian and international filmmakers in 10 categories from September 2010 till July 31, 2011.

The target entrants apart from amateur and professional filmmakers were filmmaking mass communication school and college students, advertising agencies, film festival organisers, TV Channels, Journalists, academicians, civil society groups, Research Organisations, NGOs, embassies, civil societies, PSU's, ministries and private sector organisations, etc.

3.2 Key Dates

The entries for 2011 competitive festival were invited from March 1, 2010 onwards and continued till July 31, 2011. The entrants were notified of the nomination result by September 15, 2011. The awards announcement was done on December 9, 2011 at a gala award ceremony at the Convention Centre, New Delhi.

Table 2: Key Dates

Entry Type	Entry Deadline
Call for entry announcement	March 1, 2010
Early Bird	September 30, 2010
Regular Entry	December 31, 2010
Final Deadline	July 31, 2011
Entrant Notified of Nomination Status	September 15, 2011
Award Announcement and Presentation	December 09, 2011

3.3 Indian and International Awards and Categories

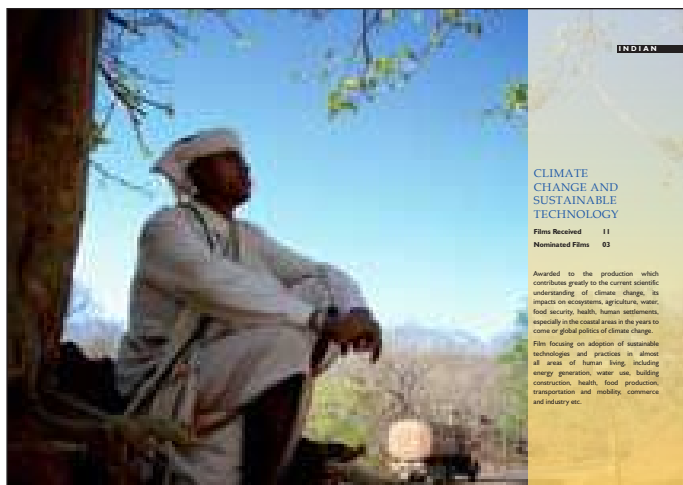
Entries for the 2011 awards were invited in ten categories. There were total 14 awards in 10 categories for Indian section and 11 awards in ten categories for international section.

3.3.1 Best of the Festival Award*

Awarded to the best overall production in the Indian and international categories by the Jury to honour work which reveals a fascination with its subject, rendered on screen with style, truthfulness and integrity to its sources.

3.3.2 Prithvi Ratna Award*

This is the highest CMS VATAVARAN honour which is conferred on to a filmmaker for his/



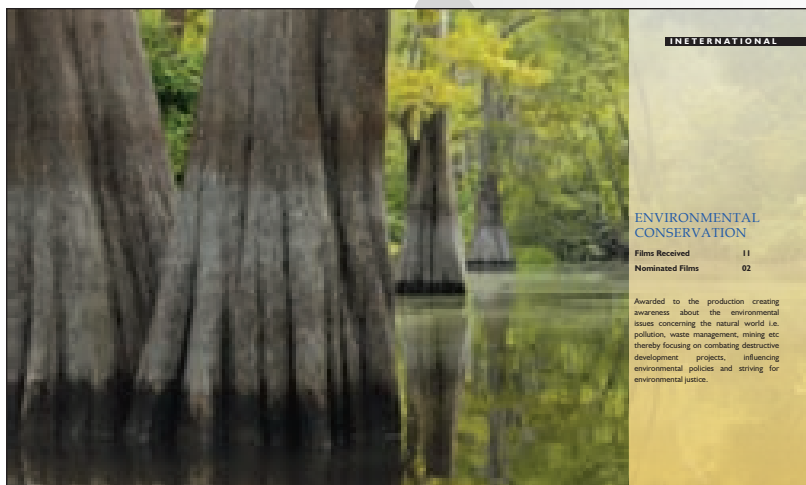
INDIAN

CLIMATE CHANGE AND SUSTAINABLE TECHNOLOGY

Films Received 11
Nominated Films 02

Awarded to the production which contributes greatly to the current scientific understanding of climate change, its impacts on ecosystems, agriculture, water, food security, health, human settlements, especially in the coastal areas in the years to come or global politics of climate change.

Film focusing on adoption of sustainable technologies and practices in almost all areas of human living, including energy generation, water use, building construction, health, food production, transportation and mobility, commerce and industry etc.



INTERNATIONAL

ENVIRONMENTAL CONSERVATION

Films Received 11
Nominated Films 02

Awarded to the production creating awareness about the environmental issues concerning the natural world i.e. pollution, waste management, mining etc thereby focusing on combating destructive development projects, influencing environmental policies and striving for environmental justice.

her outstanding contribution to nature and conservation filming throughout his/her career, which has also resulted in bringing change in perception, practice and policy with regards to environment.

3.3.3 Biodiversity

Award will recognise films which highlights the role of biodiversity – forests, protected areas, biosphere reserves, mangroves, coral reefs, biodiversity of plants and animals, genetic diversity, sustainable use and consumption of biodiversity, habitat degradation and protection, threats from invasive alien species, traditional knowledge and innovative practices - pertaining to biodiversity conservation; The award can also go to a film that provide an insight into the behaviour of animal(s) in its natural habitat, that reveals information or throws new light into some aspect of it which are either new to the people or never filmed before. To be eligible for an award in this category, the film should look at one of the above aspects or some combinations of the above.

3.3.4 Climate Change and Sustainable Technologies

Awarded to the production which contributes greatly to the current scientific understanding of climate change, its

impacts on ecosystems, agriculture, water, food security, health, human settlements, especially in the coastal areas in the years to come or global politics of climate change.

Film focusing on adoption of sustainable technologies and practices in almost all areas of human living, including energy generation, water use, construction of buildings, health, food production, transportation and mobility, commerce and industry etc.

3.3.5 Environmental Conservation

Awarded to the production creating awareness about the environmental issues concerning the natural world i.e. pollution, waste management, mining etc thereby focusing on combating destructive development projects, influencing environmental policies and striving for environmental justice.

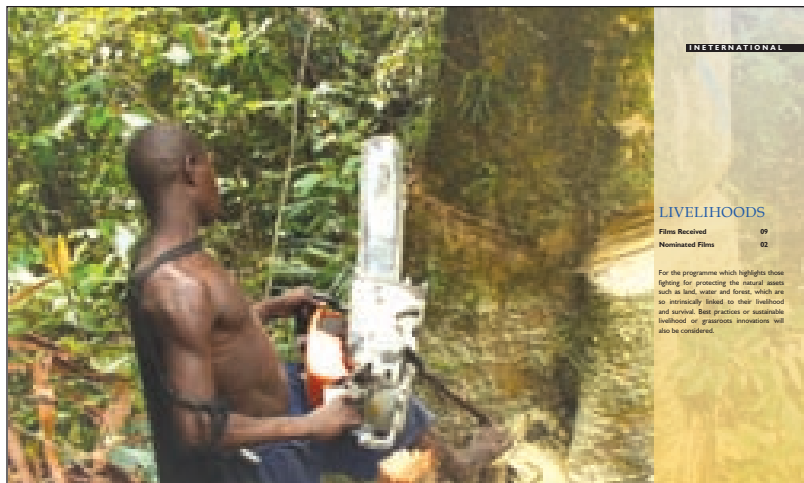
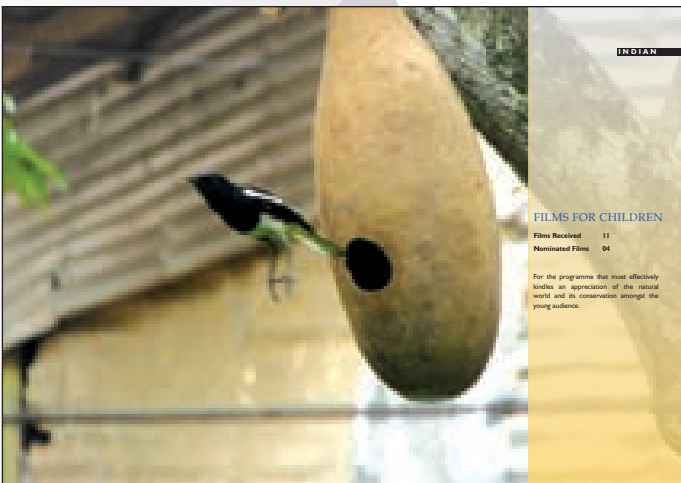
3.3.6 Water for All

For the best programme educating people about water sources, pollution, conservation, social and management issues, corporatisation, water conflicts or solutions.

3.3.7 Series (based on environment and wildlife)

A series is a collection of films based on similar thematic area, storyline, issue and

Call for Entries



format. The series should have three or more films.

3.3.8 Films for Children

For the programme that most effectively kindles an appreciation of the natural world and its conservation amongst the young audience.

3.3.9 Newcomer

Awarded to the documentary or short film or experimental work produced by an amateur i.e. general student/group of general students/ filmmaking student/group of filmmaking students during their course of study, upcoming filmmaker/individual that most effectively communicates environment and wildlife conservation.

3.3.10 Animation

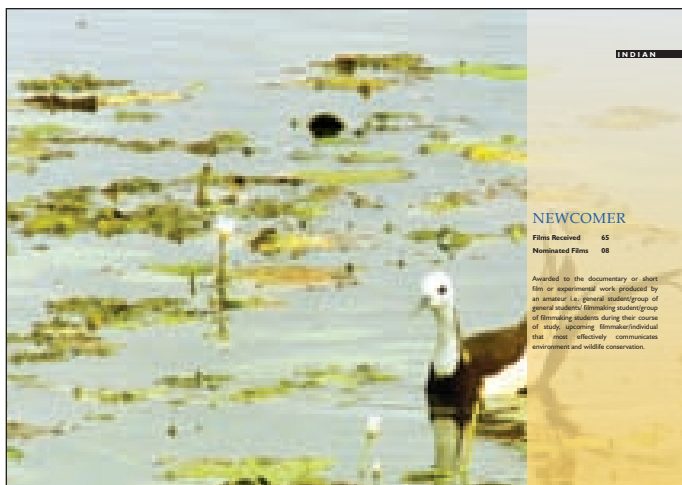
Awarded to the animation film produced with traditional animation techniques, computer generated images (CGI) or other production methods highlighting concerns on environment and wildlife or promoting conservation efforts.

3.3.11 Livelihoods

For the programme which highlights those fighting for protecting the natural assets such as land, water and forest, which are so intrinsically linked to their livelihood

and survival. Best practices or sustainable livelihood or grassroots innovations will also be considered.





3.3.12 Public Service Announcements (PSA)

Messages, short or promotional films, commercials or advertising campaigns that educate or inform the public at large. Duration not more than 180 seconds. The programme must highlight the issue or convey a conservation message.

3.3.13 Technical Excellence Awards* (for Indians only)

Best Cinematography | Best Story | Best Editing

3.3.14 CMS - PANOS Environmental Journalist Award (Print and Electronic) for Indians only

Awarded to an individual for excellence in environmental reporting (either print or electronic) that contributes to public awareness and understanding of environmental issues.

**filmmakers could not enter for these awards*

3.4 Submission Criteria

Criteria for participation of film entries in the 2011 competitive festival were:

3.4.1 Qualifying Dates

Films completed on or after January 1, 2009 were accepted with a release date or copyright date or airdate during the calendar year 2009, 2010 or 2011.

3.4.2 Deadline

Extended deadline for receiving entries was July 31, 2011.

3.4.3 Judging and Exhibition Copy Languages

Entries were invited in all languages. Non-English and Non-Hindi language productions were to include an English voiceover or subtitles.

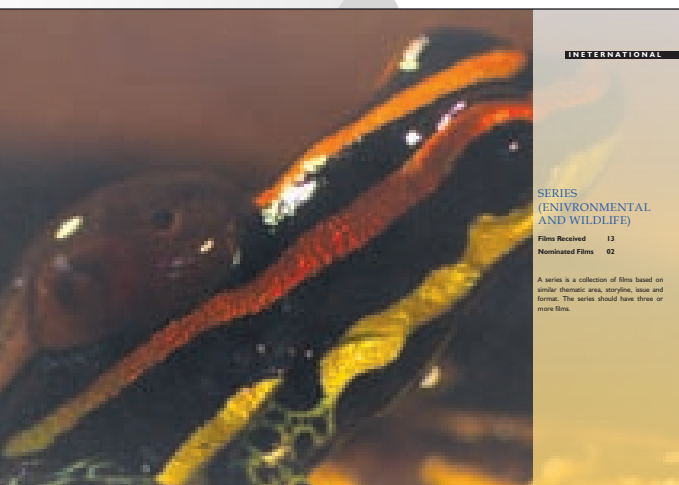
3.4.4 Judging Copy Format

Two (2) judging (preview) copies in PAL DVD (region free) format only were required to be submitted.

3.4.5 Exhibition Copy Format

CMS VATAVARAN nominees were required to submit the film in DVCAM tapes for final

Call for Entries



judging and public screenings.

3.4.6 Press Kit and Festival Directory

High resolution still photographs (JPEG, TIF or EPS formats) were accepted. The following material was required for the press kit and festival directory;

- ▶ Production stills (5);
- ▶ Director's photograph (2);
- ▶ Poster, press clippings, brochures pamphlets etc (optional)

All the above were required to be sent by email or in a CD along with the duly filled form and other required enclosures.

3.4.7 Credit

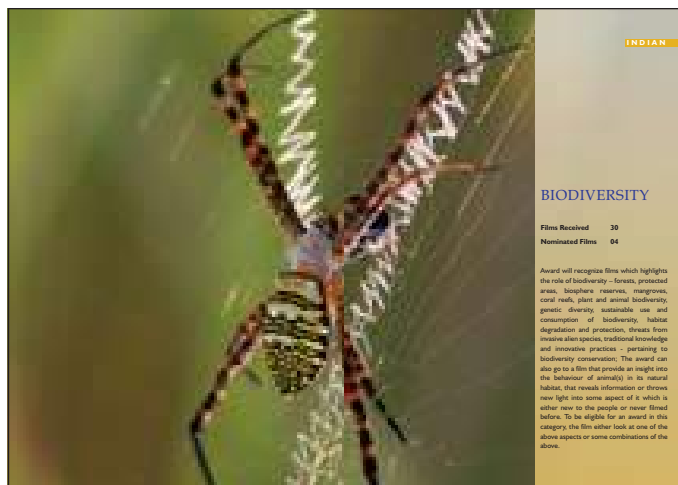
- ▶ Names on the credit roll were required to match with those in the entry form.
- ▶ Entries were to be submitted by the producer, co-producer, commissioner, broadcaster, director or an entrant (individual/ organisation) who has the right to submit the entry.

3.4.8 General

- ▶ One film could be submitted for one category only.
- ▶ Films could be of any length. The only exception was Public Service Announcements, which was not more than

180 seconds duration.

- ▶ Films could be of any genre – documentary, fiction or non-fiction.
- ▶ Entrant could submit more than one film in any category.
- ▶ Film(s) previously submitted to CMS VATAVARAN, or modified versions of previous entry were not entertained.
- ▶ CMS reserved the right to shift a film to a more suitable category and the entrant was duly informed about the change.
- ▶ CMS reserved the right to exclude films which were not in conformity with aims of the festival or produced in ways which did not respect living creatures, their behaviour and habitats.
- ▶ The screening committee of the festival decided the composition of the events, protocol and screening schedules of the festival.
- ▶ Judging and exhibition copies submitted to the festival would become a part of the CMS VATAVARAN archive.
- ▶ The films submitted in the CMS VATAVARAN will be included in CMS VATAVARAN Travelling Film Festival, other non-commercial and educational public screenings around the world.
- ▶ The films submitted in the CMS VATAVARAN will be used for promotional purposes.
- ▶ Programs with time code or other defects were disqualified.



- The decision of the Nomination Jury and the Final Jury was considered as final and no correspondence was entertained in this regard.
- The jury reserved the right to withhold an award in any category for which there was an insufficient number of qualifying submissions, or to create new awards for films deserving special recognition.
- Submission of entries implied full acceptance of the CMS VATAVARAN – rules and regulations, guidelines and terms of entry by the entrant.
- All matters regarding the festival were decided by the Festival Director and her decision in these matters was considered to be final.

3.5 Category Specific Guidelines

3.5.1 Indian Entrant

- Only bonafide Indian citizens could apply for the Indian Categories.
- Subject focus of the films could be issues of local or national environmental and wildlife concern.
- In the case of Indian productions involving a foreign entity, the following conditions

were to be fulfilled:

- At least one of the co-producers was required to be an Indian citizen.
- The director should be an Indian national.
- This condition was relaxed for Student Film category.

3.5.2 International Entrant

- Indian citizens could not apply for international categories.
- Only non-Indian citizens could apply for the international categories.
- Subject focus of the films could be issues of global or any other country - specific or even on issues of India's national environmental and wildlife concern.

3.6 Category – Animation: Indian and International

3.6.1 Specific guidelines:

- Any form of computer generated animated film produced in accordance with the definition of animation.
- At least 50 per cent of the film should consist of animated sequences.
- The production could be of any genre made for television or new media.

Call for Entries

3.7 Category – Newcomer: Indian and International

3.7.1 Specific guidelines:

- ▶ Newcomer included first time (debut) filmmaker.
- ▶ Films made by students of recognised educational institutions, colleges and universities were eligible.
- ▶ Films directed by students of foreign origin, pursuing courses in Indian institutes were considered as a special case. Such films were required to focus on Indian environment and wildlife issues.
- ▶ Films directed by Indian students of Indian origin, pursuing courses from institutes abroad were considered as a special case.

3.8 Entries Received (Indian and International)

Total 317 entries were received this year in both Indian and international categories. Out of the Indian categories maximum entries were received in 'Newcomer category'. In the international section maximum entries were received in the 'Biodiversity' category.

This year 222 entries were received from 22 Indian states and out of which maximum entries were received from Delhi followed by Maharashtra. There were total 95 international entries from 27 countries. Maximum entries were received from USA followed by France and Germany.

Table 3: Category-wise Entries (Indian and International)

Categories	Indian Entries	International Entries
Animation	11	3
Biodiversity	32	27
Climate Change and Sustainable Technologies	11	9
Environmental Conservation	16	12
Films for Children	12	4
Livelihoods	25	8
Newcomer	65	13
Public Service Announcements (PSA)	21	2
Series (Based on Environment and Wildlife)	8	13
Water for All	21	4
Total	222	95
Total of Indian & International Entries	317	

Table 4: State-wise Entries

Total Indian Entries	222
Total States	22
Delhi	57
Maharashtra	45
Karnataka	16
Tamil Nadu	15
Kerala	14
Andhra Pradesh	13
UP	12
West Bengal	11
Rest	39

Table 5: Country-wise Entries

Total International Entries	95
Total Countries	27
United States	23
France and Germany	9 each
UK and Netherlands	5 each
Canada, Japan, Kuwait and Australia	4 each
Malaysia and South Africa	3 each
Norway, Armenia, Iran, Italy, Nepal and Switzerland	2 each
Rest	10

Year-wise Entries: A Comparison

Table 6: Year-wise Entries

Edition	Year	Indian	International	Total Entries Received
6 th	2011	222	95	317
5 th	2009	276	90	366
4 th	2007	206	54	275
3 rd	2005	244	-	244
2 nd	2003	154	-	154
1 st	2002	100	-	100

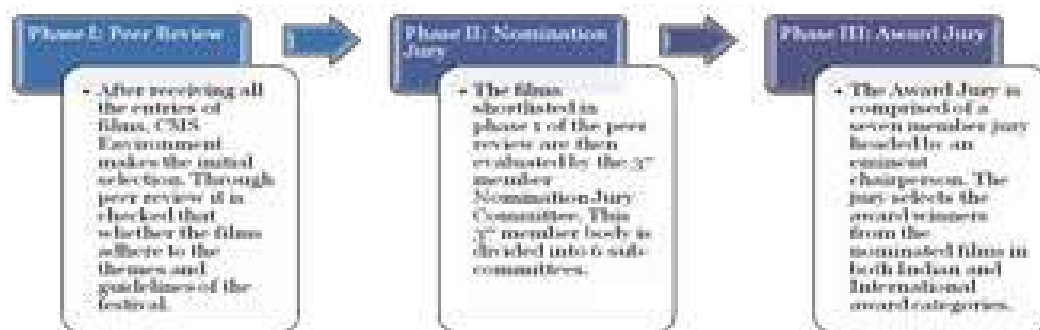




4 Selection Process

The judging at CMS VATAVARAN 2011 was a three-tier process i.e. the Peer Review, Nomination Jury and Final Jury.

Fig 1: Selection Process



4.1 Peer Review

The peer review was done by CMS researchers who checked all the entries with respect to their theme, content, documentation, etc. Those films which did not adhere to the submission guidelines e.g. theme, qualifying date, duration, content, etc as mentioned in the general rules and regulations and category-specific guidelines were eliminated in the peer review round.

- Mr U M Sahai, PCCF (Wildlife), Department of Forest, Govt of Rajasthan, Jaipur
- Mr A K Raha, PCCF and Head of Forest Force, Directorate of Forest, Govt of West Bengal, Kolkata
- Mr Samrendra Kumar, Head, Regional Science City, National Council of Science Museum, Lucknow
- Ms Sanjam Cheema, Consultant (PR), Delhi Jal Board, New Delhi
- Col Atul Pratap Singh, Director – Ecology (Policy), Indian Army, New Delhi

4.2 Nomination Jury

The 6th CMS VATAVARAN Nomination Jury was held from August 24 – 27, 2011 at Zorba the Buddha, New Delhi amidst serene surroundings and tranquil ambience. The films shortlisted by the peer review were further judged by a 37 member nomination jury comprising of eminent personalities from widely divergent sectors and streams. The nomination jury was headed by eminent scholar, diplomat and a well known public figure Dr Abid Hussain.

4.2.1 Nomination Jury Members

Government

- Mr Paramjit Singh, CCF and Director - Anti Poaching, Department of Forest, Govt of Uttarakhand, Dehradun

Corporate Sector/ PSUs

- Mr Santosh Gupta, Head – Environment, Essar Group, Mumbai
- Ms Roma Balwani, Sr Vice President and Group Head – Corporate Communications, Mahindra & Mahindra Ltd, Mumbai
- Ms Seema Arora, Executive Director, Confederation of Indian Industry, New Delhi
- Ms Sonal Desai, General Manager - Corporate Social Responsibility, Hindustan Petroleum Corporation Limited, Mumbai
- Mr Sanjay Pathak General Manager, Corporate Affairs, Alchemist, New Delhi
- Mr Dinesh Agarwal, General Manager – CSR, NTPC, New Delhi
- Ms Moushumi Dutt, Head, Corporate Communication, Philips, Gurgaon



Nomination Jury Members

Media

- ▶ Mr Rajan Mahan, Senior Journalist, NDTV, Jaipur
- ▶ Ms Jai Chandiram, Managing Trustee, International Association of Women in Radio and Television (IAWRT), New Delhi
- ▶ Ms Saroj Nagi, President, Indian Women Press Corp, New Delhi
- ▶ Mr Jayanto Basu, Senior Journalist, The Telegraph, Kolkata
- ▶ Mr Rakesh Ranjan, Input Head, Sahara TV, Noida

Civil Society Organisation

- ▶ Mr S Vishwanath, Trustee, Biome Environmental Trust, Bangalore
- ▶ Ms Vanita Suneja, Economic Justice Lead Specialist, Oxfam India, New Delhi
- ▶ Mr Biswajit Roy Chowdhury, Director, Nature Environmental and Wildlife Society, Kolkata
- ▶ Mr Laxman Singh, Founder and Chairman, GVNML, Jaipur
- ▶ Ms Nandini Sahai, Director, ICG, Goa
- ▶ Mr Sanjay Sodhi, Founder Trustee, Titli Trust, Dehradun
- ▶ Mr R K Srinivasan, Technical Advisor, Water and Sanitation Unit, Plan India, New Delhi

Academicians/ Experts

- ▶ Dr Gita Bamezai, Head, Communication Research, IIMC, New Delhi
- ▶ Dr Shahid Ali, Reader and Head, Kushabhau Thakre, Patrakarita Awam Jansanchar University, Raipur
- ▶ Dr M K Pandit, Head, Department of Environmental Studies, University of Delhi, New Delhi
- ▶ Prof Arun Kumar Attri, Professor - S E S, J N U, New Delhi
- ▶ Prof Amaresh Chakraborty, Professor of Film Direction, Satyajit Ray Film & Television Institute, Kolkata
- ▶ Dr Vivek Kumar, Senior Adviser - Environment, Climate & Energy, Royal Norwegian Embassy, New Delhi
- ▶ Ms Malti Sahai, Former Director (Author and Film Expert), Directorate of Film Festival, New Delhi
- ▶ Ms Madhu Bhatnagar, Consultant, Environment Programme, The Shri Ram School, Agra
- ▶ Ms Shyamashree Dasgupta, Global Change Programme, Jadavpur University, Kolkata
- ▶ Dr Ravi Chellam, Wildlife Biologists and Conservation Scientist, Bangalore
- ▶ Mr Kuldeep Sinha, Former Director General and CEO, Film Division and CFSI, Mumbai



Distribution of Nomination Jury Document Kit



Ms P N Vasanti, Director, CMS Welcoming Nomination Jury Member

- ▶ Dr Ram Boojh, Professional officer – Ecological and Earth Sciences, United Nations Educational, Scientific and Cultural Organisation (UNESCO), New Delhi

4.2.2 Nomination Jury Process

- ▶ The 37-member Nomination Jury was divided into 6 sub-committees. Each of these committees was headed by a chair. Each committee evaluated films entered in 2-3 categories over a period of 4 days.
- ▶ There were a total of 10 categories in the 6th CMS VATAVARAN 2011 (Indian and International)
- ▶ The chairperson and members of the Nomination Jury made a written declaration that if they were directly or indirectly associated with any of the entries for the competition or if they were related either by blood or marriage or distant relation to any of those whose work was to be judged they would not be eligible to judge that entry.
- ▶ As a part of the committee each member independently evaluated and awarded points to each film on one single evaluation sheet.
- ▶ Entries submitted in CMS VATAVARAN 2011 were judged on five criteria. Each member independently evaluated and awarded points to each film. The average total of points awarded by all members was tallied. In the event of a tie, the decision of the Nomination Jury Chairperson was final and binding with regards to the selection.

- ▶ It was mandatory for each Nomination Jury member to view the "entire film". The films were not encouraged to be seen in the fast forward mode. This was to ensure that the Nomination Jury does justice to the film and the filmmaker's efforts.
- ▶ The Nomination Jury had the discretion to not recommend even a single film in a particular category, if they were of the opinion that the entries in that category do not conform to the required standards.
- ▶ Top three to six films in terms of points scored were considered nominated.
- ▶ The films selected by the Nomination Jury were presented to the Award Jury for selecting the winning entries.

4.2.3 Nomination Jury Report

Nomination Criteria

The Jury was happy to know that apart from technicalities the composition, presentation, finishing and overall impression was also taken into consideration while nominating a film.

Peer Review

The importance of initial screening of films through Peer Review was appreciated by the jury members.

Judging Process

The jury felt that the four-day long process of nomination was fair, thorough and rigorous.



Dr Abid Hussain, Chairperson, CMS VATAVARAN 2011 Nomination Jury



Mr Aslak Brun, RNE, Special Invitee, CMS VATAVARAN 2011 Nomination Jury

Jury Composition

It was unanimously shared by all the subcommittee members that the presence of experts from widely different professional areas provided new perspectives to evaluate the films. It also enhanced the level of debates and discussions and significantly added to the credibility of the entire nomination process.

Jury comments on film categories

With more than 300 entries on ten thematic areas for 2011 festival the jury was exposed to a wide range of subjects and issues to comprehend understand and evaluate. The jury also gave their valuable remarks about the films screened in different categories. Here's what they have to say about the films:

Livelihoods

The jury was of the view that in general, the standard of the films was quite good and many films were quite well researched and the issues were dealt sensitively and holistically. They shared that the issues of livelihood have been looked at from different and excellent perspectives and all the films provided a great learning experience. Few jury members also felt that while some of the approaches were refreshing, some of the films related to environmental destruction versus development issue were repetitive.

Particularly regarding the international films the jury felt that films were quite imaginative in the subjects chosen and approaches adopted in connecting art and culture against the backdrop of survival.

Climate Change and Sustainable Technologies

While nominating the films in the Indian category the jury praised the powerful content and strong technical value of the films. They were of the view that the filmmakers have been successful in disseminating information and raising awareness effectively on climate change. *"The technological i.e. the visual impact and effects were well utilised by the filmmakers,"* said the jury. They praised the international films for their good blend of upcoming technology, impact and awareness programmes.

Biodiversity

Regarding the international films, the jury was of the view that despite stiff competition in this category, the films nominated by the jury had great content and storyline, terrific cinematography as well as effective messages. Indian films captured various issues from different geographical realms of the country. From sacred groves and



Members of Sub-Committee 6 Viewing Films



Members of Sub-Committee 2 Viewing Films

indigenous communities, to national parks and sanctuaries, films in this category dealt effectively with the issues of conservation, preservation and protection of biodiversity and natural history without making the storyline dull.

Environmental Conservation

The jury was quite satisfied with the nominations in this important category. In the international category the jury stated that the nominated films were outstanding and shared that while focusing on diverse themes these films have been crafted with immense clarity and logic. Regarding the Indian films they were of the view that the selected films stand head and shoulders above in an otherwise mediocre collection.

Public Service Announcements (PSA)

Public Service Announcements have emerged as an interesting way to convey important environmental messages. The jury felt that PSAs focused on a wide variety of issues such as life, water, forest and environment. Some PSAs were produced through animation and they successfully conveyed the message simply and lucidly. Out of the entries received

the jury nominated the one which dealt most effectively with the subject of global warming. Jury members felt that the film *"brings in a sense of urgency in dealing with the issues at hand"*.

Newcomer

The national newcomer category saw some beautiful creations with wonderful story lines. The jury felt that the creativity and the innovativeness displayed by the amateur filmmakers in this category were par excellence, with an even blend of traditional themes with modern techniques. Jury was of the view that all the films in this category were well researched and the themes emerged strongly, in most of the cases. Overall, the entries in this category were an environmentalist's delight. In the international category the jury felt that entries covered the complete splice of conservation themes. Eye-catching visuals, aesthetic use of natural light and shadows and a creative use of sound modulation were evident over the complete range of submissions in this category. One area where the jury members would like the amateur filmmakers to focus was on technical expertise and editing.



Members of Sub-Committee 5: Filling the Evaluation Sheet



Dr O P Dewal, Reader, IGNOU, receiving souvenir from Ms P N Vasanti, Director, CMS

4.2.4 Nominations for 2011

Table 7: Category-wise Nominations

Category	No. of Entries Nominated
Animation	5
Biodiversity	4
Climate Change and Sustainable Technologies	3
Environmental Conservation	4
Films for Children	4
Livelihoods	6
Newcomer	8
Public Service Announcements (PSA)	9
Series (Based on Environment and Wildlife)	3
Water for All	5
Total	51

Table 8: State-wise Nominations

Indian Entries	51
States	
Andhra Pradesh	2
Delhi	21
Haryana	2
Karnataka	4
Kerala	8
Madhya Pradesh	1
Maharashtra	5
Odisha	2
Punjab	1
Tamil Nadu	1
Uttar Pradesh	2
West Bengal	1
International Entrants (USA) in Indian Category	1
Total	51

Selection Process



Members of Award Jury (Indian) Filling the Evaluation Sheet



Members of Award Jury (Indian)

Table 9: Country-wise Nominations

International Entries	17
Countries	
Canada	1
France	1
Germany	3
Iran	1
Japan	3
New Zealand	1
Pakistan	1
United Kingdom	1
United State of America	5
Total	17

4.3 Award Jury (Indian Category)

The Award Jury (Indian Category) for 6th CMS VATAVARAN consisted of eminent individuals from different walks of life. The Jury headed by Mr Suresh P Prabhu, former Union Minister for Environment and Forests comprised of six distinguished members. The Jury met from October 20-22, 2011 at The Maurya, Diplomatic Enclave, New Delhi to select the best of CMS VATAVARAN nominated films for the coveted awards in each award category.

4.3.1 Award Jury Members

- ▶ Shri Suresh Prabhu , Former Union Minister, GoI (Chairperson)
- ▶ Shri Ashok Rane , Film Academician and Film Critic
- ▶ Shri Ashok Vajpeyi , Chairman, Lalit Kala Academy
- ▶ Ms Anusha Rizvi, Film Director
- ▶ Shri Bikram Grewal , Trustee, Wildlife Protection Society of India and Publisher
- ▶ Dr Purnamita Dasgupta, Ford Foundation Chair and Acting Head, Environment Economics Unit, Institute of Economic Growth

4.3.2 Award Jury Process

The nominated films were finally judged by award jury for the CMS VATAVARAN 2011 coveted awards. The Indian category award jury watched 52 films in 10 award categories. The total viewing time for all the films was 22 hours, 45 minutes and 18 seconds which was completed in a span of three days. The nominated entries were also judged on five criteria i.e. content, overall finish, sound/ music and editing. Each jury member independently evaluated and awarded points to each film.

4.3.3 Feedback of Award Jury

“The films submitted for 6th CMS VATAVARAN – Environment & Wildlife Film Festival and Forum 2011, were found to be impressive and equally effective as far as the issues concerning environment and wildlife. While bringing out the present day reality, some of them have shown amazing command over the use of cinematic language which deserves praise and applaud. Most of these films have displayed immense maturity in respect of content and form as well.”

Shri Ashok Rane, Film Academician and Film Critic

“CMS VATAVARAN has put together a great selection of films. They need to be congratulated on the excellent work they have done in bringing these brilliant films to the general public.”

Shri Bikram Grewal, Trustee, Wildlife Protection Society of India and Publisher

4.3.4 Award Jury (Indian Category) Result

Total 19 awards (including the Best of the Festival) were declared by the award jury in the ten award categories. These were:

Essar Foundation Best of the Festival Award

Kosi: Injustice with Millions of Villagers and Revolt by Kosi River

A powerful and hard hitting film, it poignantly depicts how thousands of villagers in both Nepal and India have to live amidst the raging fury of the Kosi river. The masterful film reveals the stark reality of some of the ill considered decisions that perilously transformed the lives of those who live on its banks and could have a devastating impact.

2011 Festival Theme: IOCL Biodiversity Award

Rajaji - A Forest by the Ganges

The story of a beleaguered game park in Uttarakhand is told through the brilliant lens of the cameraman. The human being vs elephant conflict is shown with compassion. The depiction makes it among the landmark films on an individual National Park. The team behind the production of this film deserves many congratulations on their splendid achievement.

SAIL Climate Change and Sustainable Technologies Award

Earth Witness: Reflections on the Times and the Timeless

The film tells the story of four people, from four diverse regions in India, but connected by a common thread. Filmed in Nagaland, Kutch, the Gangetic Delta and the thick forests of central India, this glorious film chronicles their confrontation with climate change and explains how Earth's greatest challenge impacts simple villagers. A must watch.

Delhi Chief Minister Environmental Conservation Award

A Pestering Journey

More than being just a film about Endosulfan and its after effects, this heart wrenching documentary destroys the myth of the "Green Revolution". Beautifully filmed, it reveals why it is dangerous to tamper with nature. The story of suffering in the two towns of Bathinda and Kasargod is told with a mesmerising poignancy, a deeply moving narrative that leaves viewers stunned.

HPCL Water for All Award

The Miracle Water Village

This extremely inspiring and motivating film tells the tale of Hiware Bazar, a small town in a drought prone part of Maharashtra. A band of simple villagers, led by Popatrao Pawar, turned their parched village into a green haven, using basic water conservation tools. This film is a shining example, which demonstrates how, with community participation, one can reverse one's fortunes. An exemplary work which ought to be screened widely.

Zee News Series Award

The Pack - 5 Episodes

A triumph of filmmaking, the enterprising duo of Krupakar-Senani spent several years filming the endangered Dhole or Asiatic wild dog in the forests of South India. Their breathtakingly shot film follows the story of Kennai, the alpha female in a pack of wild dogs who leads her brood with acute wisdom. A heart tugging tale of loss and achievement, a masterpiece of wildlife filming.

Birla Edutech Films for Children Award

Home - Our Garden of Eden

This is a heart-warming film about two siblings, with a wildlife enthusiast father who urges them to first observe the wondrous creatures in their backyard, before visiting a wildlife park. As brother and sister explore their surroundings, they discover to their joy, that a whole new world exists right next to them. Blending beauty with simplicity, this is an important film conveying multiple lessons.

Newcomer Award

The Fall of Jataayu

A superlative film, it chronicles one of India's most tragic stories: the dying vultures. Mixing myth with reality, the evocative film showcases the efforts of a few dedicated scientists trying to save the species from the effects of pesticides. From the breeding centre in Pinjore to the forests of Wynaad, this richly textured film captures the tragic consequences of human beings interfering with nature.

Animation Award

Shelter

The film effectively captures the message that mankind's endless quest for materialistic desires can actually destroy the very basis that provides shelter, in the first place. The story of a man who takes shelter from rain under a tree during a thunder shower and then colonises the tree with fatal consequences achieves that magical combination of conveying the maximum impact with extreme delicacy.

Livelihoods Award

Platform No 5

This is an exceedingly well crafted film on street children who eke out a living by selling used plastic bottles left on trains. The lives of the children and their interaction with the police, railway staff and local gangsters, are portrayed with great sensitivity and compassion. The director's loving handling of these children has resulted in natural reactions from the children, as they recount their daily lives.

Land of Widows

This powerful film set in Bhilwara in Rajasthan tells the story of penurious villagers forced to work in illegal mines to earn a living. Average sandstone miners are victimised by corporate greed and political corruption. Brilliantly filmed, the film captures the heart rending lives of families in a village where several men have died, in an attempt to feed their children.

Best Public Service Announcements (PSA) Award

Public Service Announcements on the Protection of the Commons – 7

This pertinent short film skillfully captures the ironical situation in which a Rajasthani folk singer finds himself. His traditional song has been used by a Bollywood film producer and, in a travesty of fate, whose permission he now requires to perform his own song in public. Beautifully told and finely edited, the film hits home with its extremely topical message.

Technical Excellence Award for Best Cinematography

Earth Witness: Reflections on the Times and the Timeless

The visually powerful film takes us to Nagaland, Kutch, the Gangetic Delta and the thick forests of central India. With evocative cinematic techniques, it effectively narrates the story of four people hailing from these four diverse geographical regions in India and their confrontation with climate change. The film explains, via lucid visuals and narrative grammar, how climate change transforms simple villagers and their daily lives.

My Home is Green

A sensitively made animated film that looks at the tragic consequences of pesticides. The tale of an unusual friendship between an ant and a caterpillar captures how mindless use of pesticides such as Endosulfan destroys countless insects that do no harm to our crops. This brilliantly edited film needs to be shown widely for maximum impact.

Best Story Award

Kosi: Injustice with Millions of Villagers and Revolt by Kosi River

A heart rending tale of villagers in both Nepal and India who face the wrath of one of regions most unpredictable rivers – the Kosi. The well scripted film tells the story through a series of revealing interviews with the victims. An intense storyline with absolute focus on the subject makes it an extremely effective and hard hitting film. An absolutely must watch.



Mr B M S Rathore and Mr Basu Chatterjee presenting the Technical Excellence Award



Shri Chandi Prashad Bhatt and Mr. Håvard Hugås Presenting the Jury Special Mention Award to Filmmaker Amar Kanwar

Technical Excellence Award for Best Editing *Shelter*

This brilliant short animated film shows, quite lucidly, how unending materialistic desires can prove self destructive for the mankind. The reined in editing keeps the narrative crisp, the animation focused, the impact, of course, masterful and maximum.

The Fall of Jataayu

This stunningly conceived and cleverly edited film juxtaposes the vulture's tragic reality with its glorious history in Indian mythology. The powerful dance form Kathakali is brilliantly used to evoke emotions. Mixing myth with reality, the film highlights the commendable efforts being made to save the vultures and bring it back from the verge of extinction.

Jury Special Mention Award *Back to the Roots*

A truly splendid film on the sacred sites of India's neglected frontier - the Northeast, it unravels the traditional linkages which the Khasis, the Meteis and the Vaishnav community of Majuli Island have with their surroundings. These traditions are now fragile and under pressure. Engagingly produced, the filmmaker deserves utmost commendation on this spectacular production. In one word, the production is a masterpiece.

Public Service Announcements on the Protection of the Commons – 6

A smart short film capturing an extremely important and topical concern, this informative film talks of the indigenous Neem tree. Neem is much loved and nurtured in India for its multiple medicinal uses. But it is these very medicinal properties that are being eyed by several companies for commercial gains. The editing is taut, the message simple. This remarkable film hits the bull's eye as it successfully communicates that the Neem belongs to all.



Members of Award Jury (International)



Ms Alka Tomar giving brief overview about the Festival

4.4 Award Jury (International Category)

A six member award jury headed by Dr Balakrishna Pisupati, Chairman, National Biodiversity Authority was held from November 18 – 20, 2011 at Hotel Silver Ferns, New Delhi to select the best environment and wildlife films from the nominated international films for the coveted 6th CMS VATAVARAN Awards (international category).

4.4.1 Award Jury Members

- ▶ Dr Balakrishna Pisupati, Chairman, National Biodiversity Authority (Chairperson)
- ▶ Mr Aishwani Dhar, General Manager - Corporate Communication, Bharat Heavy Electricals Ltd
- ▶ Mr A S Panneerselvan, Executive Director, Panos South Asia
- ▶ Mr Himanshu Malhotra, Filmmaker, Multi Media Pvt Ltd
- ▶ Mr N Sunil Kumar, Vice President and Head, RBS Foundation
- ▶ Mr Sanjay Barnela, Filmmaker, Moving Images

4.4.2 Award Jury Process

The international award jury was held for three days in New Delhi. The jury viewed 17 films in 9 award categories. The total viewing time for the given films was 14 hours, 33 minutes

and 15 seconds. The jury evaluated the films on the basis of five criteria i.e. content, overall finish, sound or music and editing. Each jury member independently evaluated and awarded points to each film. The jury had detailed discussion before reaching consensus on giving award to each film.

4.4.3 Feedback of Award Jury

“The jury had the pleasure of watching a total of seventeen films in nine different categories in the international section of CMS VATAVARAN 2011. The films were a good blend of blue-chip natural history, low-budget environment films, fiction docu-dramas and even experimental art films, many of which displayed nuanced research, aesthetic camerawork, a strong script and innovative story telling!”

Mr Sanjay Barnela, Filmmaker, Moving Images

“It was a pleasure seeing you all in New Delhi between 18-19 November as a part of the Jury. I thoroughly enjoyed the interaction and would like to thank you very much for your support. I hope that we collectively made decisions that are not only appropriate but also progressive to encourage better placement of environmental issues within the public mainstream.”

Dr Balakrishna Pisupati,
Chairman, National Biodiversity Authority

4.4.4 Result of the 2011 Award Jury

Union Bank of India Best of the Festival Award

SoLa: Louisiana Water Stories

The film is a fine example of a film-maker's storytelling craft scoring over expensive, hi-tech productions. Part investigative and part cathartic, it highlights the fall-outs of unchecked consumption. Highly relevant in the Indian context too, it should serve as a wake-up call for policy makers keen to emulate a similar model of development, at any cost, including the environment we live in! A truly deserving winner of the "Best of the festival award".

Newcomer Award

The Unnatural History of the Kakapo

This astounding film follows the life of the Kakapo, once thought extinct, now the world's rarest and strangest wild parrot. The rigorous documentation of the scientific processes adopted for the successful recovery of a species is matchless. The film, importantly, highlights the perils of short-sighted human interventions in natural habitats that have endangered the rare kakapo, in the first place. This engrossing film opens doors to compelling secrets.

Series Award

Amazon Alive: Hidden Secrets

A visual delight, this masterfully shot film gives a refreshing insight into the amazing life in the Amazon. The Amazon has long been hailed as a biological treasure trove. But it is entirely due to the untiring efforts of such dedicated filmmakers that today we know that "what we know" is only part of the Amazon's remarkable story. This exhilarating film keeps one riveted through its entire 45-minute duration!

Environmental Conservation Award

How to Boil a Frog - Make Friends/ Make Fun/ Make Trouble

A brilliant piece of work, this comedic documentary mixes rapid-fire humour with hard-hitting facts to show the consequences of unsustainable lifestyles and development. The astute script, the visual narrative laced with wry humour makes for excellent message recall. It's a tough job to convey a subject considered "boring" with such non-stop "informative" humour. Absolutely engrossing!

The Embassy of Netherlands Water for All Award

Chasing Water

This beautifully-shot film looks at shrinking natural water resources such as the mighty River Colorado. It very poignantly portrays the vulnerability of a dying river that, in textbooks and stories, is still described with superlatives such as "mighty". This fascinating and scary journey questions the entire modern development paradigm. A must-watch film!

GIZ Climate Change and Sustainable Technologies Award

The Wings of the Sun (Les Ailes Du Soleil)

This very inspiring film celebrates the triumph of an impossible dream. It's magic lies in providing a glimmer of hope and sunshine amidst all doomsday predictions regarding climate change. An excellent production, it shows how it is possible to push the boundaries of technology to make it sustainable in a significant way.

Biodiversity Award

Poppy's Promise: Secret Life in the Cornfield (Das Kornfeld: Dschungel für einen Sommer)

This bewitching film looks at how sustainable agriculture practices can foster a unique ecosystem, one we generally associate with pristine landscapes. The film has been splendidly cinematographed; its composition displays due diligence as the film-makers build rare visual sequences to demonstrate green practices.

Jury Special Mention Award

Dog in the Manger (El Perro Del Hortelano)

A compellingly narrated film, it is a bold attempt at using fiction as its genre and yet managing to sustain the viewer's interest for 90 whole minutes. The production befits the duration of a feature length film; hence, the jury decided to award this film a special mention! An extremely engaging film, with surprising twists and turns in its storyline.

Jury Special Mention Award

Wildlife - Modern Day Eden: A Japanese Temple Garden

This breath-taking documentary follows the wondrous cycle of life in the aesthetic Japanese gardens. These gardens are now attracting much attention for the important role they play in our eco-system. Visually stunning, the film has earned the jury's special mention for showcasing the value of learning from traditional institutions of natural resource management. Even as it imparts important lessons in sustainable lifestyles, the film soothes and relaxes the senses with its harmonious rhythm and enchanting visuals.

4.5 Jury - CMS PANOS Young Environmental Journalist Awards (Print and Electronic Media)

Initiated in the year 2007, the awards are for excellence in environmental journalism and presented to an individual who has done exemplary investigative and inspired reporting on environmental issues in the country. This award was a countrywide recognition of two journalists (21-35 years of age) who have made a significant contribution in either print or electronic media to an understanding of the

nation's environmental problems. The awards were presented during the inaugural ceremony of India's premier environment and wildlife film festival, CMS VATAVARAN at New Delhi. The award comprised of cash prize INR 50,000 each, a trophy, citation and all expense paid trip to participate in 6th CMS VATAVARAN, environment and wildlife film festival held from December 6-10, 2011 at New Delhi.

Previous winners of the CMS Environmental Journalist Awards were Bahar Dutt (CNN-IBN) and Amarjyoti Borah (Freelancer) in 2007 and Aarti Dhar (The Hindu) and

Pierre Fitter (NEWSX) in 2009.

4.5.1 Selection Process

Entries

Online entries were invited from journalists working with national as well as regional media. The deadline for submission was November 15, 2011.

Peer Review

In the initial screening incomplete applications or those not adhering to the guidelines were rejected. Only shortlisted applicants were asked to submit the supporting documents/clips of their work.

Award Jury

The shortlisted entries along with the supporting stories (print and electronic) were presented to an eminent jury comprising of experienced and renowned environment filmmakers and media professionals. The jury selected two winners, one each from print and electronic media. The decision of the jury was final and binding.

Shortlisted journalists for the final round

CMS PANOS Young Environmental Journalist Awards 2011 received tremendous response from print and electronic journalists throughout the country. Following journalists qualified for the second and final round of selection.

Table 10: Shortlisted Journalist for CMS PANOS Young Environmental Journalist Awards

Media	Name	Organisation	City
Electronic	Subhash Chandran	Kairali -People TV	Delhi
	Manu C Kumar	Manorama News	Mumbai
	Vijayalakshmi Shibaroor	Suvarna News 24x7	Bangalore
	K Rajendran	Kairali -People TV	Trivandrum
	Juhi Chaudhary	CNN-IBN	Delhi
Print	Stella Sumita Paul	Planet Earth (Environmental Magazine)	Hyderabad
	Soma Basu	The Statesman	Kolkata
	Adam Halliday	Indian Express	Ahmedabad
	Shalini Singh	Hindustan Times	Delhi

4.5.2 Result of the CMS PANOS Young Environmental Journalist Awards Jury

The following journalists were selected as the winners for the CMS PANOS Young Environmental Journalist Awards:

- ▶ **Print Media:** Soma Basu, The Statesman, Kolkata
- ▶ **Electronic Media:** Manu C Kumar, Manorama News, Mumbai



5 Festival Highlights



Ms P N Vasanti, Director, CMS, giving the welcome address



Mr Nalaka Gunawardene Moderator, Mr Naresh Bedi and Rajesh Bedi, Guests during the "Big Moments" Session

5.1 Inaugural Ceremony

December 6 | 06:30 pm - 8.30 pm | Convention Centre (Auditorium)

5.1.1 Welcome Address

The opening ceremony of the 6th CMS VATAVARAN began with a welcome address by CMS Director Ms P N Vasanti. In her greeting speech she declared that CMS VATAVARAN was organised for the 1st time in 2002 and it was triggered because of news media's apathy towards covering environmental issues. Since then the festival has grown manifold and is currently one of the premier festivals on environment and wildlife in Asia. From 54 film entries in its year of inception to 317 films in its current avatar shows how successful the event has been. Ms Vasanti held that CMS VATAVARAN has been organised with a vision of equity and fair governance. Innovations, new collaborations, impact in terms of ground realities for sustainable growth are the driving forces behind this festival. Ms Vasanti greeted the Guest of Honour for the evening, Norwegian Ambassador HE Ms Ann Ollestad and thanked the Ministry of Environment and Forests, Govt of India and the Norwegian government for the immense support to this 'movement' called CMS VATAVARAN.

5.1.2 The Big Moments

In a cinema-talk format environment and wildlife filmmakers shared their thrilling and exciting journey, enriching experiences, interesting anecdotes, while filming the environment and the elusive biodiversity around the world.

Guests

Mr Naresh Bedi and Rajesh Bedi, Eminent Filmmakers

Mr Evert Van Den Bos, GM, Nature Conservation Films, NETHERLANDS

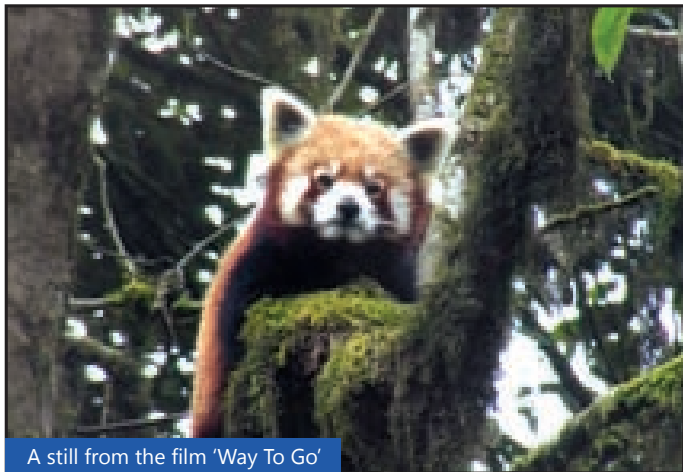
Moderator

Mr Nalaka Gunawardene, Director and CEO, TVE Asia Pacific, SRI LANKA

a. Session with Naresh and Rajesh Bedi, Filmmakers

The Session

The session began with a brief introduction by Nalaka of both Naresh and Rajesh Bedi, popularly known as the Bedi Brothers to the audience as he briefly spoke about the amazing feats which both have achieved in the arena of wildlife filmmaking. Nalaka informed that Naresh Bedi, along with his brother Rajesh, has worked as a filmmaker and a photographer for over 40 years and have produced and directed best of Indian



A still from the film 'Way To Go'

wildlife and nature films. Both of them have won international acclaim due to their path-breaking work on the gharial, elephant and tigers.

The introduction was followed by unraveling of the filmmaking experience by Naresh Bedi who claimed that when he and Rajesh started making wildlife films, lack of proper equipments proved to be a major hindrance; therefore they had to struggle a lot for the first five years. He stated that they began their filmmaking career by filming crocodiles and captured rare footage that were never seen before. For instance they were the first ones to record on camera the digging of the nest by a mother crocodile. Later on they both moved to filming tigers. Shooting tigers on camera became their passion since their visit to Jim Corbett Park in 1960s along with their father. He emphasised that although filming tigers had never been easy, they were able to make films on India's national animal by shooting in the Kanha National Park. He acknowledged that the biggest challenge while filming in the wild was taking shots of tiger cubs as tigresses don't allow close proximity to their children. However, Naresh said his dream shot was *"The tigress carrying her cub in her mouth."*



Mr Nalaka Gunawardene, Director and CEO, TVE Asia, Pacific, Sri Lanka and Mr Evert Van Den Bos, GM, Nature Conservation Films, Netherlands during the "Big Moments" Session

Naresh then shifted the focus of his conversation to his film 'Cherub of the Mist', the first Indian film that unraveled the secretive life of red pandas. Made over 2 years, the film showcases for the first time ever the glory, courting and mating, nest building and rearing of the newly-born red panda. He said due to the forbidding terrain of its mountain habitat in sub-zero temperature it was very difficult to spot a panda in its natural habitat. But the greatest test in the making of this film was to record the mating of the pandas which is a rare sight even today.

Adding on to Naresh's views, Rajesh stressed that firstly it was very difficult for young filmmakers to make wildlife films and even if the film was successfully made, the marketing of these films was an uphill task. Moreover, tough competition from international films as well as the unavailability of appropriate funds means less and less people foray into the world of wildlife filmmaking. Thus, the government and organisations like CMS should come forward to inspire upcoming filmmakers.

b. Session with Evert van den Bos, Filmmaker

The next session was with filmmaker Evert van den Bos, who spoke about how music can be used alongside the footage in a



Dr A J T Johnsingh and Ms Perna Singh Bindra Interacting with Dr George Schellar During Reflections at Inaugural Ceremony



Dr George Schellar, Vice President, Panthera and Senior Conservationist, Wildlife Conservation Society, USA

wildlife film to make it more compelling for the viewer. Evert has produced more than hundred wildlife productions, out of which 10 were released in theatres. He suggested that while making a film, the filmmakers should try to connect the audience with the main characters. He said that the focus in the film should be only on one animal rather than putting the spotlight on a number of animals. For instance, his award-winning films the 'Leopard Son', 'Serengeti Symphony', 'Saved by the Lioness', 'African King', 'African Bambi', 'Crocs of Katuma', and 'Elephants: Return to the Wild', all are centered on a dominant single animal character.

5.1.3 Reflections

During this session, world's most renowned wildlife conservationist and author Dr George Schaller was invited to share his personal experiences, memoirs and instances in terms of changing landscapes, biodiversity loss, success stories etc while traveling throughout the globe, and what needs to be done for the future.

Guest

- ▶ Dr George Schaller, Vice President, Panthera and Senior Conservationist, Wildlife Conservation Society, USA

Moderators

- ▶ Dr A J T Johnsingh, Eminent Wildlife Biologist, Nature Conservation Foundation
- ▶ Ms Perna Singh Bindra, Regional Coordinator, Tiger Programme, Panthera

The Session

The session began with a brief introduction of Dr Schaller by Dr Johnsingh. Known as the world's greatest defender of wildlife, American biologist George Schaller has spent his life studying wild animals in more than 25 countries: mountain gorillas, snow leopards, alligators and caribou and has observed nature from close quarters for more than 50 years.

On being asked whether India has changed with regard to wildlife conservation? He replied yes, India has changed for the better especially for tigers. *"Tigers are extinct in Cambodia, Vietnam, Russia, China and Myanmar. The only ray of hope is India which still has around 1,600 tigers. It is time the Indian government protects them. If tigers are still in India, credit must go to former prime minister late Mrs Indira Gandhi,"* said Dr George Schaller. He added that there are hardly 3,600 tigers left in the entire world. He claimed that the conservation efforts have been successful this time round because more and more young people are becoming aware



H E Ms Ann Ollestad, Ambassador of Norway to India, releasing the Festival Directory



H E Ms Ann Ollestad, giving away the CMS VATAVARAN 2011 Prithvi Ratna Award to Mr Ashish Chandola

about the dangers of ecological imbalances in addition to the active participation of local groups and NGO.

He argued that science gives information, but it does not help in conservation at any stage, but through environmental films and writings one can reach out to people. Conservation is a kind of a moral value which should come straight out of the heart.

He announced that he has been a watcher of animals throughout his life and that is the reason why he has been so familiar with animal behaviour. He said, *"if you find animals anywhere, talk to them and they will definitely not move away because your body language and emotions towards them carry the message that you will not harm them. Animals are individuals and they identify a harmless person from a distance."*

Dr Schaller opined, *"as a conservationist my message to policymakers is that if the environment is destroyed, it will lead to overall destruction."* Moreover, he advised people to get involved in any way possible on the issue of environmental dilapidation because there are very few people who have enough knowledge about it, so they need to speak out what's wrong?

Lastly, he claimed that ecological

degradation is a worldwide problem. India is still rich in terms of forests etc but the government needs to protect water reserves like the glaciers because 95% of them are depleting. The deprivation of the Tibetan Plateau in particular is more visible.

5.1.4 Release of Festival Directory

The interactive sessions were followed by the release of the 2011 Festival Directory by the Guest of Honour Her Excellency Ms Ann Ollestad, Norwegian Ambassador. The festival directory is a compilation of the entries received in 2011 competitive film festival. The 2011 Festival Directory was printed on chlorine-free and wood-free baggage paper.

5.1.5 Awards Presentation

a. CMS VATAVARAN Prithvi Ratna Award

The inaugural ceremony included the presentation of the CMS VATAVARAN 2011 Prithvi Ratna Award. This is the highest CMS VATAVARAN honour which is conferred on to a filmmaker for his/her outstanding contribution to nature and conservation filming throughout his/her career, which has also resulted in bringing change in perception, practice and policy with regards to environment.

The CMS VATAVARAN 2011 Prithvi Ratna



Ms Mitu Varma, PANOS , giving away the CMS-PANOS Young Environmental Journalist Awards in Print Media category to Ms Soma Basu, The Statesman, Kolkata



Ms Mitu Varma, PANOS , giving away the CMS-PANOS Young Environmental Journalist Awards in Electronic Media category to Mr C Kumar, Manorama News, Mumbai

Award was conferred on eminent filmmaker Ashish Chandola during 2011 festival. This award was presented to Ashish "for his profound efforts in documenting the rich diversity of species and habitats in the country, providing a fillip to conservation efforts, significantly enhancing knowledge and information on environment and wildlife issues."

The Award carried a trophy, citation and a cash prize of Rs 1, 50,000/-. Her Excellency Ms Ann Ollestad, Norwegian Ambassador presented the award to Mr Chandola. After receiving the award Chandola said "over the years it has been great fun and deep satisfaction inside. However, the greatest satisfaction for a filmmaker is that the film would be seen by people, who might have never got this opportunity."

b. CMS-PANOS Young Environment Journalist Awards 2011

The Young Environment Journalists Awards are given for excellence in environmental journalism and are presented to individuals who have done exemplary investigative and inspired reporting on environmental issues in the country and have made a significant contribution in either the print or electronic media to an understanding of the nation's environmental problems. These

awards were presented during the inaugural ceremony of 6th CMS VATAVARAN at New Delhi. The award money was INR 50,000 each. The awards containing INR 50,000/- each supported by PANOS India along with a trophy and citation were presented by Ms Mitu Verma, South Asian Programme Director of PANOS to Soma Basu from The Statesman, Kolkata and Manu C Kumar of Manorama News, Mumbai.

5.1.6 Address by Guest of Honour: Her Excellency Ms Ann Ollestad, Norwegian Ambassador

HE Ms Ann Ollestad, Norwegian Ambassador to India said, "it is my pleasure and privilege to participate in the inauguration of the 6th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum 2011. Norway Embassy, once again, takes pride in being the 'Principal Partner, in the 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."

She reiterated, "I must commend CMS for their efforts and rigour put in organisation of

the Festival. It makes significant contribution in raising awareness on environment, development and social issues. The concept of traveling film festival, introduced in the last few years has helped highlight these issues at the state and local levels. The seminars and workshops on pressing environment and development issues, organized in conjunction with the Film Festival, give a platform to policy makers and practitioner to debate and discuss issues of societal importance. I am certain that your programmes and activities enable policy makers to take informed decisions."

She held that Norway strives to assume a leadership role in environmental policies and play an active and constructive role in the solution of global and regional environmental problems. The aim of the Norwegian effort is to improve the environmental situation and promote a more sustainable development in neighbouring areas and in developing countries.

Additionally Ollestad argued, "Norway sees India as an important partner in our joint effort to address global and regional environmental issues. The Norwegian Embassy, through its institutional cooperation programme, fosters collaboration between Indian and Norwegian institutions in wide areas ranging from climate change impacts and adaptation, biodiversity conservation, clean energy, alternate energy sources, carbon capture and storage, waste management, etc. Several projects are under implementation, and are showing good results. There is a lot to learn from various noble initiatives being taken by India. The Embassy feels quite satisfied in seeing the Indo-Norwegian business collaboration and research cooperation increasing day by day. We are truly proud of this cooperation."

In her opinion the audience was looking

forward to an exciting four day programme, viewing the movies capturing numerous environmental concerns, presented in their own innovative and artistic way. "I am happy to note that this year's festival has a Panorama of Norwegian Green Films also."

As she threw open the festival she said: "I wish all of you happy film watching. I am sure that the movies presented during the festival, apart from their creative excellence, have significant contribution to make in raising awareness among the policy makers, practitioners and the youth."

5.2 Indian and international Film Screenings and Open Forums

5.2.1 Indian and international Film Screenings

a. Background

It was an eventful journey during the course of the fun-filled five days that took the participants to the diverse geographical realms of our planet, through the lens of some of the finest environment and wildlife filmmakers.

The 6th CMS VATAVARAN showcased selected national and international films from the entries received in 2011 competition. A total of 114 films (70 Indian and 44 international) were screened on ten thematic areas i.e. Biodiversity, Climate Change and Sustainable Technologies, Environment Conservation, Animation, Water for All, Livelihoods, Newcomer, Series and Public Service Announcements (PSAs). Many of the films which had won accolades and awards in several international festivals were screened for the first time in India. Film screenings were followed by interactive sessions with the filmmakers.

b. Highlights

▶ December 7, 2011 | 10:30 am – 08:00 pm

| Convention Centre (Auditorium)

The film screenings began with the fifth episode of Senani Hedge's critically acclaimed series 'The Pack'. This fascinating series is a gripping story of a great survivor, backed by several hair-raising sequences, hitherto unknown pack dynamics and never-before-filmed behaviour of Asiatic Wild dogs in the Nilgiri Biosphere Reserve of Southern India. Senani was present to answer the questions put forward by the audience. On being asked, what were the challenges that he faced while shooting this film? He replied, *"In our forest type these wild dogs are visible once or twice in 15 days; they are shy creatures and sleep most of the time. So its quite difficult to shoot these animals and to get to know about their behavior. It took me fifteen years of research and two years to make this film."*

The next film was 'Amazon Alive: Hidden secrets' and it unraveled the secret of the Amazon river, which has long been hailed as a biological treasure trove, but today we are finding out that this is only a part of its remarkable story. As we learn more about how the forest functions, we are gaining greater respect for its intricate web of life and the people who live, dove-tailed, within it. This film showed that the Amazon is more than biodiversity, it is a network of species, which are inter-weaved in remarkable ways. Rahul, a student of Hansraj College said, *"I loved the film, it was quite an unusual film, it had much more than what I expected."*

Under the threat of unrelenting climate change, erratic monsoons and fast depleting groundwater reserves, giving significance to the conservation of water was 'The Miracle Water Village'. The film narrated the inspirational story of the impoverished farming community in India that reversed its fortunes through its visionary model of water management. Neha from Kalindi

College said, *"after watching the film, I took a pledge of not wasting water unnecessarily. Earlier, I used to bath with three buckets full of water."*

The following film 'Platform No 5' by C Vanaja Kumari' tried to look at the world of street children and examined the concepts of love, fear, respect and money from the perspective of a child, grown up or growing on the streets. It explored how a street child's personality evolves, how he/she gets 'educated' and who his/her agents of socialisation are in the absence of formal institutions like home and school.

Ajay and Vijay Bedi's film 'Melting Paradise' took the audience beyond the battle zone and explored Jammu and Kashmir's rich water sources, now battling a new threat - climate change. The film stressed on the conservation of water resources such as wetlands as they are an important mitigation strategy against climate change. It urged respect for and protection of our precious but dwindling water resources.

Next in line was Pakistani filmmaker Nameera Ahmed's film 'When the Rains came' depicting the monsoon season of 2010 which wreaked unprecedented havoc across Pakistan. The motion picture brought home the human face of the disaster through interviews of flood victims, footage of the affected areas and relief camps, while the technical issues emerge through interviews with environmental and engineering experts as well as government representatives.

The corresponding film 'A Small Thing Can Change the World' showed how even the apparently most 'insignificant' of our actions could lead to serious consequences. Split into two non-verbal halves, the first half of the film began with a boy hurrying out

of the blood bank to purchase medicines for an ailing patient. The film shows a man carelessly flinging a glass bottle on the road - an unthinking act which many indulge in. That one thoughtless deed sets off a horrific chain of events, culminating in the death of the patient. The second half of the film effectively demonstrated how things could have turned out differently and the patient could have survived, if only the bottle had not been thrown on the road. Small things can effect big changes, was the evocative film's message.

► **December 7 2011 | 10:30 am – 4:00 pm | Convention Centre (Hall 2)**

From the captive breeding center at Pinjore, all the way down south to the last stronghold of vultures in Wynad, 'The Fall of Jataayu' directed by Siddharth M P, is a journey through belief, culture, and the struggle of a few dedicated scientists in their attempts to save a dying species.

Next in line was 'Madoda Ngala' enshrining the importance of modern yet eco-friendly means of conservation practice in a world where poaching and culling are prevalent and the inseparability of man being a subservient factor in achieving such goals. The film highlighted that equilibrium needs to be maintained between human interest and the survival of animals.

Anirban Dutta Gupta's film 'Ganga - The Ribbon of Life' took the audience to an uncharted territory as the film's storyline stunned the audience by depicting the unthinkable - a dry Ganga. The greatest tragedy is the fact that we are not taking responsibility towards conserving this life line from destruction. This film explored the causes, the effects of the polluted Ganga and the possible solutions for restoring its purity.

The following motion picture was 'Save Earth

Save Us'. The film's protagonist is a professor who shows his students an experiment in a laboratory. He puts a frog in the water, and boils it slowly. It dies without realising the change of temperature at the end. On the other hand, global warming dries an old lady to death, without her realising it. The public service announcement delivers a pithy and stark message.

The day concluded with Barabara Kowa and M Schaller' film 'Dreaming Mali'. At the heart of the film is the usage of art for the purpose of communication and if art can be a universal language, why shouldn't it be possible to use it with people of totally different social, religious, educational and cultural backgrounds?

► **December 8, 2011 | 10:30 am – 06:00 pm | Convention Centre (Auditorium)**

The second day started with Delhi based award-winning director Akanksha Joshi's film 'Earth Witness: Reflections on the Times and the Timeless'. The film was a story of four people - a teacher, a farmer, a shepherd and a father - who find themselves on the frontline of Earth's biggest, most complex crisis: climate change. Belonging to India's ancient tribes, they bear witness to the science behind the changes that affects their day-to-day life. Living in diverse climatic regions - the mountains of Nagaland, the grasslands of Kutch, the Gangetic delta and the forests of central India - they use this challenge to battle courageously, making weapons of wisdom and compassion, and the strategy deployed in any respected battlefield - flexibility to adapt to changing situations. Their lives journey through the dark labyrinths of the multi-dimensional crisis, reflecting stories of our times: of trees, mining, monkeys, logging, rivers, seeds, waterfalls, flowers, and the spirit of the timeless. Ravi, an environment enthusiast said, *"its a wonderful experience*

coming here watching such films, hats off to CMS Environment for initiating VATAVARAN. We should encourage such events to spread awareness among people."

Umesh Aggarwal's film 'Anna Data – Food for Thought' looked at the concept of food security in India. It tried to reveal the truth about the public distribution system, and other government schemes, which contradict what the real situation is. In spite of bumper food grain production in successive years, India's food security situation has not improved significantly. Newspaper reports tell us that while people die for want of food in Kalahandi, Bolangir and Koraput areas in the state of Orissa, tonnes of food grains in FCI godowns and warehouses decompose and decay. Why does this paradox exist - mass hunger with mounting food grain stocks?

The audience cried after watching the 'War Story', a film about two thirsty soldiers who stand at opposite ends of a minefield. Both can see the other staring at a jug of water in the middle of the field, knowing the other man is the only obstacle to quench their thirst. They know they must kill the other to get hold of the precious water. The film captured the complex situation they find themselves in the mounting tension.

The last film of the day was Vishal Nityanand's heart touching 'Kosi: Injustice with millions of villagers and Revolt by Kosi River'. It told the story of the River Kosi and the issues associated with it. The film showcased how the people bear the wrath of the river when the river is in flood.

► **December 8, 2011 | 10:30 am – 04:00 pm | Convention Centre (Hall 2)**

The day began with 'Public Service Announcements on the Protection of the Commons'. This short film is part of a series of seven public service announcements to

understand common property resources and the importance of protecting them in India. The emphasised on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial asset.

'Cowboys in India' directed by Simon Chambers was an extraordinary account of investigative journalism in India. The film shows a London-based filmmaker in a remote and impoverished region of India, who is unaware of the trouble he will cause his two endearing, bumbling local guides as they investigate the corporate social responsibility programme of London-based mining company Vedanta Resources.

The ensuing film 'The Incredible Black Buck' told the story of the magical relationship between people and the wildlife. There is an age-old belief that these black bucks bring good luck and prosperity with them. The people in the Ganjam district of Odisha have been protecting these bucks as holy creatures for centuries. People of the Bishnoi community of Rajasthan also have been protecting the black bucks for five centuries.

'What Goes Around, Comes Back Around' directed by Anand Kusumakar was a 3D short film depicting how our unthinking actions have reactions which lead to disastrous consequences. The focus was on environmental pollution.

Emotions ran high when Aarti Shrivastava's 'Land of Widows' appeared on screen. The film focused on the unsustainable working conditions of mine workers in the state of Rajasthan, India. Blending investigative journalism with helplessness and dark humour, the film tells the stories of average sandstone miners victimised by corporate greed and political corruption.

The last film of the day 'Gudavi Bird Sanctuary' was about a little known sanctuary in the

district of Shimoga, Karnataka. The film used an unusual relationship, between the farmers of Gudavi and the birds, to tell the story of conservation and co-existence.

► **December 9, 2011 | 10:30 am – 02:00 pm | Convention Centre (Auditorium)**

Many interesting films were screened on the fourth day of CMS VATAVARAN 2011. The emotions of dissent, anger and kindness were visible in the eyes of the viewers after they had watched the film 'Cotton for my Shroud'. The film portrays the agony the farmers of Vidharba have been undergoing in the once prosperous region of Vidarbha, who now live under the shadow of the grim reaper. Once known for its fine cotton, this belt is now termed as the 'graveyard of farmers' by statisticians. 'Cotton for My Shroud' tries to understand, from a grass-roots perspective, what is driving cotton farmers in India to despair. Is it just a crisis of farm credit and the stranglehold of the moneylender or are they victims of faulty paradigms of development.

Nutan Manmohan's film 'One Cat Diary' was a real life story of a hunter turned conservationist Maharaj Devi Singh who once was a proud hunter. At one such hunting trip he sighted a majestic leopardess who he named 'Mowgli'. Thus began his life long bond with 'Mowgli' and her daughter Zara. In an environment where forests are vanishing and carnivores are fast losing their habitat and their prey base - Singh is desperately working to help Zara survive. But his plan is a risky gamble and it could go seriously wrong.

► **December 9, 2011 | 10:30 am – 05:00 pm | Convention Centre (Hall 2)**

The day opened with the film 'My Home is Green'. The film told the poignant tale of two tiny creatures, an ant and a caterpillar.

The film was dedicated to those children who lost their lives in the Endosulfan mishap of Kasargod district, Kerala. Film's Director Sajan Sandhu was present with his family to share his experiences. He shared that her daughter's face was the inspiration behind the caterpillar's face shown in the film.

Raghunath K Shri Ramwar, director of 'The Last Tiger' present during the interactive session told the audience that the film's inspiration came from existing conditions of the Sariska Forest. He further added that he had to develop expertise in music for making this film.

Sudheer Gupta the director of 'Black River Business' described the condition of the fast dying river Yamuna and drew a comparison between the Tyne, Tees and Wear in north-east UK which has been revived. This film attempts to explore such links, in the context of interconnected global industrial transfer. It discovers thinking voices on both sides of the globe, which need to be brought together to tell a singular story of human destruction and repair of our natural resources.

'Bunty's Tree' was a touching and warm story of the bond that existed between a little boy, and a tree. The symbolisation of the tree as the mother of the boy was the masterstroke of the film as the lad's fondness of the tree tries to convey those emotions that trees are after all the soul of our lives. And just the mere thought of a tree less world makes us tremble from head to toe. Therefore trees are to be loved and planted and not to be cut.

A stark contrast was visible between the preceding film and the film 'How to Boil a Frog' which was a comedic documentary that mixed rapid-fire humour with hard-hitting facts to show the consequences of overshoot: too many people using up too

little planet. The documentary gave the scoop on the imminent end of the world as we know it and five surprising ways in which we can save civilisation.

With growing urbanisation across India, many towns and cities are crying for more water. How much of the perceived shortage of water is due to a lack of resources, and how much due to lack of awareness and poor management? These are the pertinent queries that the film, 'Water and a City' raises.

► **December 10, 2011 | 10:30 am – 08:00 pm | Convention Centre (Auditorium)**

The last day of the festival commenced with the engaging film 'An Art For the Sky: 350 - Pass it On!'. An aerial art activist Daniel Dancer takes the viewer from India to Maryland, Holland to Canada, on a tour of his gigantic and magnificent living paintings made of people, people engaged in a special way to help solve our climate crisis. This video is a wake up call to the power of a special number and the beauty of engaged collaboration creating art that only makes sense from the sky.

The ensuing film 'Harvest of Grief' dealt with farmers' suicides in southern Punjab's Sangrur district due to indebtedness from the high cost of inputs, water, mechanised farming, chemical pesticides and fertilisers and low economic returns. The film revealed the overwhelming forces behind the worsening agricultural scenario through the tragic stories of seven families of suicide victims. Niharika (an advertising professional) said, *"the film is a prime example of how development could turn awry."*

'Kaippad: The Backwater Paddy and Fish Field' dealt with the ecological importance of backwater marshes in northern Kerala, which have a unique ecosystem. This

ecosystem has been tapped for livelihood by the local poor, using indigenous techniques, which also preserve the ecosystem. The film charts out the ecological changes and relationships between people and environment, through different seasons. It was a compelling story of understanding the ecological importance along with the importance of traditional lifestyle in preserving the environment.

Following was Jan Haft's film 'Das Kornfeld: Dschungel für einen Sommer (Poppy's Promise: Secret Life in the Cornfield)'. Is the cornfield just an area for producing food or a land full of secrets? In the western industrial nations, cornfields and woods take up the greatest proportion of rural land. But how much natural life dwells in a cornfield? Why are some cornfield inhabitants harmful and others useful? What do the colorful flowers at the edge of the field promise us? The beautiful film looked at such questions and more.

Sandesh Kadur was joined by the audience as he went on a mission to document the natural and cultural treasures of the Eastern Himalayas. In this series of short films titled 'The Pack', Kadur, a wildlife photographer explored these remote regions on a quest to document some of the rare inhabitants from golden langurs to clouded leopards, in a hitherto unseen region of India.

The curtain finally fell with the screening of the film 'Tiger Queen'. The film focused on the issues of poaching and habitat loss, which have reduced the tiger population to dangerous levels. The film captured the lifestyle of the tigers at the park, as they mark out their territories, competing with each other and other big cats such as leopards, who also hunt in the region. A student

of Aurobindo College, Jacob said, *"I did not know that Indian filmmakers are also making such good films to protect wild animals, I actually felt great after coming here. It shows there are people who actually care for wild animals and environment and are working to save it. We should bring more platforms like this so that they can show their work and make people aware."*

c. Schedule

December 7, 2011 Convention Centre (Auditorium)	
Show I: 10:30 am - 02:00 pm	
Opening Film: The Pack - 5 Episodes 01:20:00 English Senani Hegde for Animal Planet International	
Amazon Alive: Hidden Secrets 00:44:54 English Christian Baumeister GERMANY	
Open Forum on Biodiversity	
The Miracle Water Village 00:13:19 Marathi and Hindi with English Subtitles Rintu Thomas and Sushmit Ghosh	
Platform No 5 00:26:22 English and Telugu C Vanaja Kumari	
Show II: 02:00 pm - 06:00 pm	
Public Service Announcements on the Protection of the Commons 00:06:57 Nonverbal Amar Kanwar for Foundation for Ecological Security (FES)	
Melting Paradise 00:12:36 English Ajay Bedi and Vijay Bedi for British High Commission and British Council	
Under the Umbrella 00:40:00 English Nutan Manmohan for GIZ	
When the Rains Came 00:24:35 English and Local Languages Nameera Ahmed PAKISTAN for Panos South Asia	
Open Forum on Climate Change	
A Small Thing can Change the World 00:10:06 Nonverbal N Saravana Kumara Samy for Lime Lights	
Blood and Iron 01:34:56 English Paranjy Guha Thakurta	
December 7, 2011 Convention Centre (Hall 2)	
Show I: 10:30 am - 02:00 pm	
Shelter 00:04:00 Nonverbal Raghu Gopalan	
The Fall of Jataayu 00:24:54 English Siddharth M P and Kyriakos Stylianopolous for University of Otago	
Madoda Ngala 00:02:31 English Shaz Syed for Wildlife Film Academy	
Ganga - The Ribbon of Life 00:44:13 English Anirban Dutta Gupta for Ministry of Environment and Forests, Gol	
Switch Today 00:00:59 Nonverbal Arjun Rihan for Animation Block Party	
El Perro Del Hortelano (Dog in the Manger) 01:29:59 English Renzo Zanelli Barretto USA	
A Road Back Home 00:04:56 Oriya with English Subtitles Snehasis Das	
Save Earth, Save Us 00:01:17 English Tatsuro Manno USA	

Show II: 02:00 pm - 04:00 pm

Water Please | 00:04:06 | Hindi | Shruti Rai

Dreaming Mali | 01:22:14 | Multi-lingual with English subtitle | Barabara Kowa and M Schaller | GERMANY

Roads | 00:05:00 | Nonverbal | Shankar S

December 8, 2011 | Convention Centre (Auditorium)

Show I: 10:30 am - 02:00 pm

Earth Witness: Reflections on the Times and the Timeless | 01:00:31 | English and Local Languages | Akanksha Joshi | for Public Service Broadcasting Trust (PSBT)

Les Ailes Du Soleil (The Wings of the Sun) | 00:53:55 | French | Henri de Gerlache | FRANCE | for Arte France, RTBF and RTS

Under the Weather | 00:23:00 | English | Priyanka Chhabra and Stefan Czimmek | for GIZ

Open Forum on Climate Change

Anna Data - Food for Thought | 00:29:04 | Hindi | Umesh Aggarwal | for Doordarshan

Show II: 02:00 pm - 06:00 pm

Project Tiger - Ensuring Survival | 00:33:45 | English and Hindi | Naresh Bedi | for Ministry of Environment and Forests, GoI

War Story | 00:20:00 | English | Davood Moradian Karahroodi | IRAN

Life Force - Episode 3: Brazil's Cerrado | 00:50:07 | English | Satoshi Okabe | JAPAN | for NHK, NHNZ, France Televisions, Animal Planet and Science Channel

Open Forum on Biodiversity

Back to the Roots | 00:46:43 | English | Rishu Nigam | for ONGC

Half-a-View | 00:18:50 | English | Ankit Pogula | for TERI

Kosi: Injustice with Millions of Villagers and Revolt by Kosi River | 00:27:05 | Hindi with English Subtitles | Vishal Nityanand | for HelpAge India

December 8, 2011 | Convention Centre (Hall 2)

Show I: 10:30 am - 02:00 pm

Public Service Announcements on the Protection of the Commons | 00:06:57 | Nonverbal | Amar Kanwar | for Foundation for Ecological Security (FES)

Cowboys in India | 01:15:31 | English and Oriya | Simon Chambers | UK

Crumple | 00:01:49 | Nonverbal | Santosh N Pednekar

The Incredible Black Buck | 00:20:37 | English | Satyabrata Das | for Wildlife Films

Chasing Water | 00:18:19 | English | Pete McBride | USA

What Goes Around, Comes Back Around | 00:02:31 | Nonverbal | Anand Kusumakar

SoLa: Louisiana Water Stories | 01:04:22 | English | Jon Bowermaster | USA

Show II: 02:00 pm to 04:00 pm

Searching Water | 00:02:35 | Hindi | Romesh Chaturvedi | for Amity School of Communication

Vrischikathile Aalmaram (Wind in the Banyan Tree) | 00:28:33 | Malayalam (with English subtitle) | Romy Victoria, Chitra V S, Athira I B, Swathi M S, Kavya M, Aswathi M and Anjali P M

Land of Widows | 00:21:00 | English and Rajasthani | Aarti Shrivastava | for Skylimit Pictures and Media for Social Impact

Save Water Save Life | 00:00:38 | Nonverbal | Supriya Sakamuri

Gudavi Bird Sanctuary | 00:27:30 | English | Joseph Raja K | for Karnataka Forest Department, GoI

December 9, 2011 | Convention Centre (Auditorium)

Show I: 10:30 am - 02:00 pm

Rajaji - A Forest by the Ganges | 00:28:40 | English | Praveen Singh | for Rajaji National Park (Uttarakhand Forest Department)

Cotton for My Shroud | 01:30:08 | Hindi and Marathi | Nandan Saxena and Kavita Bahl

Open Forum on Biodiversity

Greaseball Challenge | 00:52:00 | English | Viveca Mellegaard | NORWAY | Courtesy: Norwegian Film Institute (NFI)

One Cat Diary | 00:30:14 | English | Nutan Manmohan

December 9, 2011 | Convention Centre (Hall 2)

Show I: 10:30 am - 02:00 pm

My Home is Green | 00:29:52 | Nonverbal | Sajan Sindhu | for Ellora Multimedia

The Unnatural History of the Kakapo | 01:17:21 | English | Scott Mouat | NEW ZEALAND

The Last Tiger | 00:07:41 | Nonverbal | Raghunath K Shri Ramwar | for Welfare of Environment and Wildlife

Black River Business | 01:14:34 | English and Hindi | Sudheer Gupta

Show II: 02:00 pm - 05:00 pm

Bunty's Tree | 00:06:12 | Nonverbal | Jasraj Singh Bhatti

How to Boil a Frog - Make Friends/ Make Fun/ Make Trouble | 01:27:46 | English | Jon Cooksey | CANADA

Water and a City | 00:50:09 | Kannada and English | Swati Dandekar

December 10, 2011 | Convention Centre (Auditorium)

Show I: 10:30 am - 02:00 pm

An Art for the Sky: 350-Pass it On! | 00:04:43 | English | Daniel Dancer | USA | for Art for the Sky

Harvest of Grief | 00:57:59 | Hindi and Punjabi | Anwar Jamal

Open Forum on Climate Change

A Pestering Journey | 01:06:07 | Malayalam, English, Punjabi, Hindi and Tulu | K R Manoj

Kaippad: The Back Water Paddy and Fish Field | 00:26:56 | Malayalam with English Subtitle | Babu Kambrath

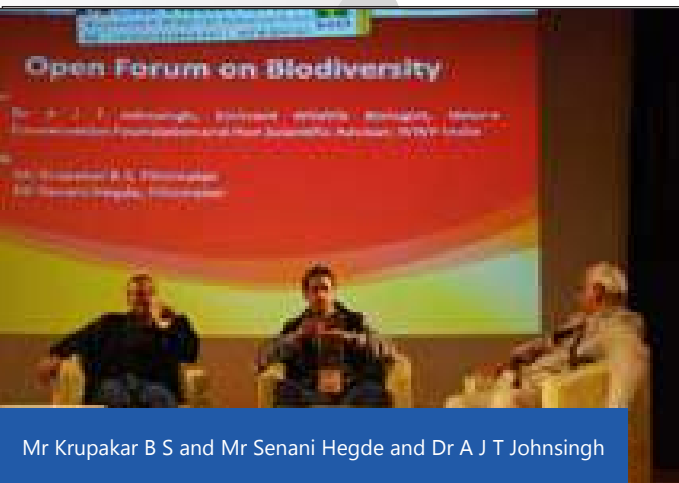
Show II: 02:00 pm - 06:00 pm

Faith Revisited | 00:25:10 | English | Ishani K Dutta | for Ministry of External Affairs, GoI

Das Kornfeld: Dschungel fur einen Sommer (Poppy's Promise: Secret Life in the Cornfield) | 00:44:06 | German with English Subtitles | Jan Haft | GERMANY

North - Eastern Diaries | 00:18:41 | English | Sandesh Kadur | for Felis Creations Pvt Ltd

Open Forum on Biodiversity



Mr Krupakar B S and Mr Senani Hegde and Dr A J T Johnsingh



Mr Krupakar B S and Mr Senani Hegde, Eminent Filmmakers

Wildlife - Modern Day Eden: A Japanese Temple Garden | 00:49:06 | Japanese with English Subtitle | Chikara Ujii | JAPAN | for NHK, NHK Enterprises, Inc, Telecom Staff and Off the Fence

Tiger Queen | 00: 51:09 | English | S Nallamuthu | for National Geographic Channel International (NGCI)

December 10, 2011 | Convention Centre (Hall 2)

Show I: 10:30 am - 02:00 pm

Award Winning Films of 6th CMS VATAVARAN 2011

5.2.2 Open Forums on Biodiversity and Climate Change

Seven open forums on Biodiversity and Climate Change were organised during the 6th CMS VATAVARAN. The open forum was a unique format which comprised of screening of national and international films selected from over 300 entries globally by an eminent Jury panel and interspersed with engaging discourses and exchanges between eminent panellists and delegates. The open forums had on panel eminent conservationists, subject experts and filmmakers who interacted with the audience on the issues raised in the films showcased during the Indian and international film screenings.

a. Open Forum on Biodiversity

► **December 7, 2011 | 12:45 pm - 01:15 pm**
| **Convention Centre (Auditorium)**

Chair and Panelists

Dr A J T Johnsingh, Eminent Wildlife Biologist (Chair); Krupakar B S and Senani Hegde, Filmmakers

Dr A J T Johnsingh commenced the discussion by talking about wild dogs, their habitat and behaviour. He informed that it was difficult to study the wild dogs as they are very shy in nature and usually hunt at night.

Dr Johnsingh explained what biodiversity is? According to him "*bi means life and diversity means different forms of life.*" He added that not only animals, but plants and the other species all together constitute biodiversity. According to him new discoveries are made each day and its a challenging task to really define what biodiversity is? He also urged the need of taxonomist and added that wild dogs are indeed a part of biodiversity.

Senani Hegde agreed upon the views and questions raised by Dr Johnsingh. Senani also

held that studying the lives of these animals was really interesting. He said it is really difficult to guess whether their population is going up or down. Sometimes it increases manifold and sometimes it goes down alarmingly. It is something that does not happen in the case of other animals like elephants, tigers etc which have witnessed a steady rise in the number of tigers and elephants because of the efforts of the Government of India and civil society groups.

On being asked by Dr Johnsingh that why wild dogs were so scattered Senani replied, that it is so because they get this affected easily as these animals usually prefer to live in groups. And if one of them is carrying a communicable disease, it will affect the whole pack.

Dr Johnsingh also raised his concerns about some of the plant species, for example some of the medicinal plants which are very rare but we cut them down for our own purpose. He said that if this trend continues for a few years more we might lose these precious vegetations. Moreover, he claimed that there were many species yet to be discovered and few of these species can help our biodiversity. He said that we must know that these species could also be harmed by human actions.

► **December 8, 2011 | 04:00 pm - 04:30 pm | Convention Centre (Auditorium)**

Chair and Panelists

Mr Ravi Singh, CEO, WWF India (Chair); Mr Naresh Bedi, Filmmaker and Dr Yogesh Gokhale, Fellow, TERI

The Session

Noted wildlife filmmaker Naresh Bedi started the session by stressing on the importance of wildlife films in spreading awareness about wildlife. He said, "these films can go a long

way in raising consciousness about wildlife issues. But they have to find a platform. The onus of taking them to the masses does not lie on the filmmaker alone. Media, indeed, has a major role to play in this regard. And the coverage that wildlife gets across different TV channels is minimal, one per cent only. Even the most accessible national channel, Doordarshan, has a tendency of dragging its feet on broadcasting these films, despite the availability of videos. Given that these films do not have a great lucrative value, even distributors do not show much interest in them. Somebody has to take up the cudgel in making them accessible to the masses."

Adding on to what Naresh said, Dr Yogesh rued that even the large business houses were quite reluctant to support wildlife documentaries. Though, he affirmed that Rishu Nigam was rather lucky as ONGC provided funds for their film 'Back to the Roots'. He emphasised that the film showcases India's Northeast which has a rich heritage of sacred natural sites that have been preserved for generations because of the faith of local communities. Today, science is recognising these sites as rare hubs of biodiversity. The motion picture captures the beautiful traditions of the Khasis of Meghalaya, the Meteis of Manipur and the Vaishnav monasteries of Assam, and brings to fore the ancient and increasingly fragile link between human cultures and biodiversity.

Acknowledging the role CMS VATAVARAN has played in the diffusion of information and knowledge about the impact of climate change on biodiversity Dr Yogesh said, "such initiatives provide an opportunity to understand the tremendous power that the youth of today possesses. Its heartening to see so many young people are here to hear us. The youth across the country

is becoming more and more responsive towards the concerns of climate change and is committed to sustained and responsible practice."

► **December 9, 2011 | 12:30 pm - 01:00 pm | Convention Centre (Auditorium)**

Chair and Panelists

Mr Pradeep Saha, Independent Communication Consultant (Chair); Dr Balakrishnan Pisupati, Chairman, National Biodiversity Authority; Mr Praveen Singh, Filmmaker and Mr Chandi Prasad Bhatt, Eminent Environmentalist

The Session

Pradeep Saha initiated the session by introducing the panelists to the audience. After the introduction he went on to define biodiversity. He claimed that biodiversity was nothing but the interdependence of living beings on one another. He bluntly declared that *"The biggest threat to biodiversity is profit making, because profit is a human construct and it does not go well with the natural world."*

After explaining what biodiversity was all about, Pradeep asked Praveen Singh to share his experiences regarding his film 'Rajaji: A Forest by the Ganges'. Praveen stated that this film explored the biodiversity of the little known Rajaji National Park situated in Dehradun and Haridwar districts of Uttarakhand. The film brings out the challenges the park faces for protecting its wildlife and forest corridors and the urgent need to conserve this haven of a unique and rich ecosystem, vital for people living in the plains of northern India. Praveen claimed, *"The greatest threat to the biodiversity of Rajaji is the National Highway connecting Haridwar to Rishikesh as it acts as a barrier in the free movement of the animals from the west to the east."*

Dr Pishupati said: *"Biodiversity plays a major role in bringing basic necessities to the people but as it has been taken for granted, finding an economic value to it has become a necessity. The role and development of biodiversity at village and block levels was important as we are losing biodiversity fast."* He underlined that awareness about biodiversity can come only from two fronts. First by ensuring biodiversity is mainstreamed into our day to day lexicon, in the social glossary of the people - whether rural or urban. Secondly, we need to target the issue of biodiversity as a social element, as an economic element and as an anthropological element into our education system. Dr Pishupati said: *"Biodiversity has nothing to do with botany or zoology, but has everything to do with our own survival."*

Chandi Prasad Bhatt, the hero of the Chipko movement recalled his first struggle, back in the late 1950s, which was to stop bus companies in Garhwal from extorting higher rates from pilgrims. The conductors and drivers knew which passenger was from Garhwal and who was from the plains. The former were charged the standard rate; the latter, double or triple that. When Bhatt and his colleagues tried to stop this practice - or malpractice - the bus owners asked, why are you complaining, these passengers are from Kerala and Rajasthan, not from here. This then was his first struggle, a local and unglamorous struggle, albeit a struggle emphasising his capacious, pan-Indian vision. Bhatt said that for him every river was a Ganga, a source of life and renewal, abused or ill-treated at one's peril. His travels around India were for him the work of education (shiksha ka kaam).

► **December 10, 2011 | 03:30 pm - 04:00 pm | Convention Centre (Auditorium)**



Panelists of Open Forum on Climate Change



Ms Ishani K Dutta, Filmmaker

Panelists

Ms Seema Bhatt, Independent Consultant – Climate Change, Conservation & Ecotourism and Ms Ishani K Dutta, Filmmaker

Ishani began the discussion by telling the audience about her film 'Faith Revisited' which is about the belief of the Indians that divinity resides in nature – the surya namaskar, tulsi pooja are all examples of this. India traditionally, nurtures an environmentally-sensitive philosophy. It is evident through the nation's culturally rich and breathtaking variety of religious and epic texts, that contain within them one of the earliest messages of environmental and ecological balance. Nature has never been considered by Indians as a hostile element to be conquered — we still teach our children to live in harmony with nature and recognise that divinity prevails in all elements, including plants and animals. Vestiges of many of these traditions are still living in our rituals and practices, both in the urban and rural contexts. The film captures this organic traditional wisdom of conserving environment through nature worship.

She also spoke about her film 'The Land of Vanishing Lakes'. She said, *"the most popular lakes of NCR have disappeared. The 2 billion*

year old water bodies of the Aravallis – Surajkund, Badkhal and Damdama, have all dried up. This film looked at the nexus between the corrupt bureaucracy with the construction and the mining mafia. With exclusive bytes from Retired Forest officers, Environmentalists and Scientists, it puts together the whole story behind the current mess."

Seema got a bit emotional when she was asked to share her understanding of biodiversity she said: *"When I experience the thrill of watching a rhino from an elephant's back; or the joy of seeing the sunrise over snow capped mountains. For me, this is biodiversity."* She shared that her particular focus of work is on strengthening the links between conservation of biodiversity and livelihoods of local communities.

b. Open Forum on Climate Change

► **December 7, 2011 | 03:30 pm - 04:00 pm**
| Convention Centre (Auditorium)

Chair and Panelists

Mr Pradip Saha, Independent Communication Consultant (Chair); Ms Sharmistha Bose, Programme Coordinator, Oxfam India and Mr Ajay Bedi, Filmmaker

The Session

The discussion began by unfolding the impact of climate change on our lives and how the ongoing exploitation of nature by humans has altered the landscape of our planet. Ajay Bedi claimed that with an eye on the future, we need to acknowledge that ecological degradation is a serious threat to the survival of mankind, hence should be given top priority.

Ajay along with his brother Vijay directed the film 'Melting Paradise' and declared that the film looks at Kashmir valley in a very different way. Ajay said: *"The valley has been in the news for its conflict and terror but we wanted to take our camera beyond the battle zone and talk about shrinking water bodies due to climate change. We had many difficulties to begin with; Jammu & Kashmir is not an easy place to film. We were always under surveillance by police or army and even as we filmed we could hear gun shots indicative of encounters which were on in the nearby region. Despite this we could capture Kashmir beauty at its best. We planned our trip in the middle of Kashmir's coldest season locally called 'Chillai Kalan' and we could see that this season had not received the maximum snowfall. While we know that isolated incidents cannot be related to climate change- the people pointed out how this has been happening for many years now. Our most poignant moment of filming was when we entered a mosque and the maulvi was leading a prayer begging the gods to bless the valley with snow. We could see first hand how climate change is not in the future but now. The film provides insights into 'why the conservation of water resources is an important mitigation strategy against climate change.'*

The discussion also highlighted various movements and how people were violating

conventional norms to protect the climate. The panelists said that to save the climate, everyone should work in cohesion. Because if everyone will not stand together, it is impossible to save the planet, as it is degrading slowly.

The modern transport system was cited as one of the main reasons for accentuating climate change because the number of cars we have today leads to emission of enormous amount of greenhouse gases in our environment. They advised people not to take out their cars or bikes every time they moved out even for small distances. Instead they suggested the use of cycles or simply a walk would be good for the environment as well as humans.

The aim of the discussion was to aware people, and urge them into action so that the environment is protected from further degradation. By making more and more films on nature and wildlife we can inspire more and more people to take up environmental protection. The panelist concluded the discussion by mentioning that the government should get serious about the problems created by climate change, as now the time has come when we should start taking action in order to avoid the adverse circumstances.

► **December 8, 2011 | 01:00 pm - 01:30 pm | Convention Centre (Auditorium)**

Chair and Panelists

Dr G S Gujral, Head – Science, Environment and Technology, India & Sri Lanka, British Council (Chair); Ms Akanksha Joshi, Filmmaker; Ms Ilona Porsche, Senior Technical Advisor – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Ms Maryam Fatima, Magic Lantern Foundation

The Session

Dr G S Gujral, popularly known as Guru Gujral began the session by appreciating the efforts of CMS Environment as he said: *"This festival is meant to motivate the youth to play a key role in mitigating the effects that climate change is causing in India and worldwide."* Dr Gujral further claimed that *"climate change is one of the greatest threats to our planets today. It is global and not a local issue and it is today's problem and not tomorrow's."*

Akanksha Joshi spoke about her film 'Earth Witness'. She said the film follows four commoners - a teacher, a farmer, a shepherd and a father – who find themselves on the frontline of earth's biggest, most complex crisis - climate change. Akanksha also shared her experiences and the problems she faced while shooting the film.

She claimed, *"we were shooting in Nagaland and no one warned us about the rains. Only when we reached did we realise how dangerous wading across the terrace fields, armed with a fragile chattri, The trek from and back to our destinations was extremely steep, and carrying heavy equipment made it even more difficult. The person lugging the heavy camera on his back slipped, but he managed to save the camera by doing a quick turn mid - air before landing facedown in the paddy fields. He was our Superman, albeit caked in mud and later on the trip, while trying to film the flash floods; I had to slide down a muddy hill in torrential rain. Getting covered in mud seemed to be pre-requisite to get Earth Witness made."*

Maryam Fatima said that over the years she has been trying to explore the many ways in which documentaries can bring multiple realities of development, human rights, gender and governance to the fore.

According to her, films made on nature, environment and wildlife can teach the youngsters ecological conservation much better than books because the visuals immediately strikes a chord with the kids.

Concluding the discussion was Ilona Porsche, who said that time has now come when *"People are expected to become aware of the issues in relation to their respective localities and be able to understand concepts on proofing mechanisms and its tools as well as to develop ideas of how to apply climate proofing tools to their work reality."*

► **December 10, 2011 | 12:30 pm - 01:00 pm | Convention Centre (Auditorium)**

Panelists

Mr Paranjay Guha Thakurta, Eminent Journalist and Dr Håkan Tropp, Director, UNDP Water Governance Facility, Sweden

The Session

Paranjay started the session by speaking about his film 'Blood and Iron'. He said that this film was a story of the convergence of crime, business and politics in southern India. The film in three overlapping segments highlights the political, economic and ecological consequences of iron ore mining in and around the Bellary district of Karnataka and Ananthapur district of Andhra Pradesh. Through the three segments, New Republic of Bellary, Red Gold and Red Earth, the film, based on interviews with a range of individuals representing a wide cross-section of society, juxtaposes their observations and comments with music and songs as well as excerpts from popular cinema to document a story of greed and devastation.

He said: *"The government remains obsessed till today with building mega power projects — even our first Prime Minister Jawaharlal Nehru had second thoughts about gigantic*



Ms Signe Gilen and Ms P N Vasanti at the inauguration of Asian Filmmakers Summit



Ms Signe Gilen, Counselor, Cooperation, Culture and Press, RNE, addressing the audience

temples of modern India wreaking havoc on the lives of the underprivileged — while paying lip service to renewable energy. Global warming and climate change have become fashionable buzz-phrases, but many remain blissfully oblivious to the harsh ground reality. "

Dr Håkan Tropp emphasised that corruption was the underlining element behind climate change that has led to scarcity of water as underground water levels has been dropping constantly over the past few years. Moreover, he said: *"People in the developing world have little voice in water issues affecting them. The drive to empower them is recent, and it will take time to be effective."* One hurdle that has to be overcome, Tropp said, is fear, because people are afraid to blow the whistle on corruption for fear of retribution from entrenched and powerful officials.

5.3 Asian Filmmakers Summit

The Asian Filmmakers Summit was the major attraction of the 6th CMS VATAVARAN Festival. The summit was designed to bring together broadcasters, distributors and filmmakers under one roof to network and exchange ideas. The summit was dedicated to help Asian filmmakers find audiences

around the world and provide acquisition, marketing and distribution opportunities. For international commissioning heads it was an opportunity to interact with a select group of highly accomplished filmmakers from different countries. The summit comprised of master classes, meet the commissioners, speed pitching sessions, proposal feedback sessions and trade shows.

5.3.1 The Participants

The audience included senior journalists from all the leading newspapers and TV channels, amateur and professional environment and wildlife filmmakers, creative artists, script writers, cinematographers, advertising professionals, environmentalists, photographers, civil society activists, media professionals, tourist agents, international delegates, researchers, academicians and mass communication students.

5.3.2 Inauguration of the Asian Filmmakers Summit by Ms Signe Gilen (Counselor, Cooperation, Culture and Press, Royal Norwegian Embassy)

Ms Signe Gilen declared the Asian Summit open as she said: "It is my pleasure to participate in this summit of Asian filmmakers of wildlife and conservation filmmakers.

Norwegian Embassy takes pride in being the principal partner in the CMS VATAVARAN. It is due to Norway's commitment to environmental conservation and sustainable development that Norwegian Embassy in India has been partnering with CMS for the last five years. We see the festival growing not only in size but also in significance. I must congratulate CMS for their efforts in organising this festival."

She opined: *"The environmental problems facing the world today are trans- boundary in nature and super national. Regulations are required to curb such environmental problems. Norway believes that success in reaching the national environmental targets of a country is very much dependent on international environmental cooperation. Satisfactory environmental conditions help to promote stability and security. A healthy environment is necessary in order to eradicate poverty and achieve sustainable development to the benefit of the population of the world."*

She stressed, we humans, often think in short term and put the common good at stake for the long run. The manmade destruction of the environment can only be combated through spreading awareness to the masses and that consciousness can come through a visual medium that has far reaching impact. For me, films are definitely that medium and this Asian Summit is a platform to engage in discussions through workshops, seminars, master-classes, meet the commissioners, trade-shows on the aspect of nature and wildlife filmmaking."

5.3.3 Master Class

Master Classes were specialised sessions conducted by experienced professionals providing immersive and insightful learning into topics of contemporary relevance in the business of factual programming. Discerning

and inspiring, stimulating and rewarding, the master class sessions were the perfect tool for a filmmaker, scientist or a conservationist.

► The Session: Films as a tool in propagating Biodiversity Conservation

December 7, 2011 | 05:30 pm - 06:30pm | Convention Centre (Hall 1)

Background

Its been over a 100 years in wildlife and environment filmmaking. So naturally, awareness today is greater than what it was ever before and it will keep on growing. However, at the same time biodiversity loss is continuing at an alarming rate. In this session, Dr George Schaller walked down memory lane and reflected on his experiences to show how the natural world has changed over the years and how our films can play a significant role in protecting the rich biodiversity of our planet.

Facilitator

Dr George Schaller, Vice-President, Panthera and Senior Conservationist, Wildlife Conservation Society, USA

Moderator

Mr Praveen Singh, Creative Director, Signature Infotainment Private Limited

Highlights

Dr George Schaller alleged that *"humans have made a mess of the planet. Ultimately what everybody wants is a healthy life. People need to realise that they cannot have a healthy life in the absence of healthy nature around them."* So, the role of films becomes critical in this moment of crisis where people are destroying the natural resources at will. According to Dr Schaller, films are the best means which makes the public aware about nature conservation, biological degradation, and ecological imbalance as the films make it presentable to the viewers by making

wildlife, nature, etc visually appealing and soothing to the naked eye, thus educating people about wildlife conservation and urging people to take action.

Dr Schaller also said that films have a direct impact on wildlife conservation. He quoted an example of how whale sharks were miraculously saved from extinction in India due to the efforts of a filmmaker who filmed their pathetic state and brought the issue to the government's notice. He further stressed that for the cause of wildlife and environment conservation he would not be ashamed even if he has to beg filmmakers for producing more and more films on environmental issues.

Moreover, he claimed that wildlife films have played a significant role in raising people's consciousness towards environment and wildlife as the public at large now know a lot about cheetahs, tigers, ghariyals etc. The masses today have realised that our planet is in grave danger due to these beautifully crafted movies. He stressed that *"filmmakers can connect people with the wildlife issues like no one else can! I hope that there are more and more films which focus on getting people involved towards wildlife conservation."*

He opined that films bring about new insights in front of the people, although he also believed that the *"American public is too stupid to realise gravity of the situation, as they consider animals as remote reality."* He also stressed that films should present problems in a manner that the people relate to these problems and realise that whatever needs to be done has to be done by us. Dr Schaller proclaimed that there were so many films being made in the US on elephants, lions, alligators and so on and he felt that films are one of the best and powerful medium to propagate biodiversity conservation as it can help influence people's perceptions.

He further emphasised the need to understand the psychology of animals i.e. the way animals think and to achieve this one should speak to the animal, should be able to allay the fears of the animal that nobody will harm it. He said that this learning about the great animals of the natural world drove him to protect them.

In addition he claimed that though awareness today is greater than what it was ever before, but at the same time biodiversity loss is continuing at an alarming rate. So, what the filmmakers has to do? The filmmakers have to keep in mind that there isn't a need to produce a plethora of films rather one film with spectacular footage would be enough to deliver its message loud and clear and the message can be delivered with much poise in a subtle manner too.

He slammed the press in India for turning a blind eye towards nature and said *"I am disheartened by the fact that there was almost no coverage of environmental issues in the mass media in India. Additionally the biggest problem for wildlife preservation in India was that the farm fields are just two miles away from protected areas. How would you protect a tiger from being killed by the people if he has stepped out of the sanctuary and has killed a villager in a nearby village?"*

Citing the example of film 'Green' he said that filmmakers can use music in their films to inform the public about conservation.

He believed that *"India's progress towards wildlife conservation and environment has seen a positive change. In the 60's, there were no policies on tiger conservation and a lot of poaching was being done. Now the government too has become very concerned."*

He expressed that the filmmakers should work with scientists, because they understand the



Mr Praveen Singh, Creative Director, Signature Infotainment Private Limited



Ms Andie Clare, Director of Production, ICON Films, UK

threat to biodiversity. On the subject content rights, he stressed that filmmakers must retain some rights, though he acknowledged that it was difficult, but has to be taken care of by the filmmaker himself. The filmmaker needs to make a formal agreement with the broadcaster before agreeing to telecast his content on a channel. Case in point is Mongolia where Panthera has the rights to telecast educational programmes as the organisation has a prior agreement with the government there.

Dr Schaller also mentioned that if filmmakers were unable to spread the word, they can approach the Wildlife Conservation Society and Panthera for spreading the message around. He said: *"Arranging funding has always been difficult for anything that is controversial. Wildlife filmmakers should go to big business establishments and convince them to donate generously."*

He mentioned that convincing them is a tedious task although they have enough money to invest. This was contrary to what they are supposed to do as they have the moral responsibility to maintain the ecological balance because they are using the natural resources the most. So, when the corporations are backtracking its the government who needs to step in and provide funds to budding film makers.

Conclusion

The world's greatest environmentalist stressed upon many issues of grave concern in the present context, however, he emphasised on increasing the number of films to be produced on nature and wildlife. Further, he critiqued the mainstream media for not covering the matters which will almost certainly destroy this beautiful planet. Lastly, he urged the government to come forward and provide assistance in the form of monetary support to wildlife filmmakers.

► **The Session: The Power of Personalities - Presenter Led Films**
December 7, 2011 | 03:00 pm - 04:00 pm
| Convention Centre (Hall 1)

Background

Presenter-Led Films have been a part of broadcast television for over 50 years. The sheer power of the presenter's personality can change a serious subject into an entertaining film. However, every presenter is not David Attenborough and every film is not the Life series. So how does one decide on what show will work with an anchor? What makes a good presenter? What do broadcasters prefer? This session dwelled into the growing trend of presenter led documentaries and do's and don'ts of making such films.

Festival Highlights



Participants attending the Asian Filmmakers Summit



Mr Evert van den Bos General Manager, Nature Conservation Films, Netherlands

Facilitator

Andie Clare, Director of Production, ICON Films, UK

Highlights

Andie Clare initiated the session by emphasising upon the importance of a presenter in a television programme. She claimed that being a presenter is all about personality and what usually makes or breaks a presenter is the ability to project the right type of onscreen personality. She stressed that the power of the presenter's personality and on-screen presence can turn serious scholastic debate into informative entertainment.

She gave the example of Sir David Attenborough, who as head of BBC2 revolutionised the use of a presenter's personality as a powerful tool in his ground-breaking wildlife documentary series 'Civilisation and Ascent of Man'. She argued that the presenter must be courageous enough to face any situation that comes in front of him and he must not break his flow of presentation at any cost. The main job of a presenter is to bring a smooth flow in the minds of the viewers who watch the show.

In addition, she remarked that the level of

trust between the director and the presenter should be such that what so ever the director tells the presenter to do, the presenter must go ahead with it. The relationship between the presenter and the director must not be based upon the wage, but rather a mutual understanding (trust) and a presenter should have faith on his director that he would not give him something that is really dangerous and risky for him. If all this takes place the presenter can do wonders in a team with the director.

Moreover, she said that the presenter must have a jolly persona who can face each situation with a smile and also loves new challenges each day. Each time he does a good job its not only him who reaps benefits but his whole team and the programme is credited with the success. Therefore, the presenter needs to be focused and must strive to reach the set targets.

Conclusion

Andie highlighted the importance of informative entertainment in wildlife documentaries. She signified the aura of a presenter in making a programme popular. Her impetus was on the level of trust between a presenter and the director-the greater the better. And finally she

acknowledged that a presenter's jovial nature could help him/her in breaking the ice among the viewers.

▶ **The Session: How to Start an International Co-Production**

December 7, 2011 | 04:30 pm - 05:30 pm
| Convention Centre (Hall 1)

Facilitator

Evert van den Bos, General Manager, Nature Conservation Films, Netherlands

Background

With economy reeling under the threat of a slowdown and budgets being cut, full commissioning of documentaries are becoming tough. In this scenario the popular trend is of co-production between a number of international broadcasters and companies for a particular film. Are these co-productions a solution as well as a positive way to allow creativity to flourish? How do you start one? How are investment, responsibilities, recovery and copyrights shared? Evert van den Bos, GM, Nature Conservation Films, Netherlands spoke about all these complicated aspects of setting up an international co-production, taking the example of how his organisation has spear-headed the business and co-produced documentaries like 'Leopard Son', 'Serengeti Symphony' and the award winning film 'Elephants Return to the Wild' for international broadcast.

Highlights

Evert began the session by telling the audience how he was indebted to the great cinematographer Hugo Van Lawick who was instrumental in making him a wildlife film producer. Lawick who had got an invitation from Discovery to make the first ever wildlife film meant for real theatrical release asked him to come on board as a producer for

this film. Keeping in mind Lawick's proposal Evert approached the Discovery Channel for funds, but when they denied, he set up a Wildlife Foundation to raise money from people who were interested in supporting wildlife.

He claimed that it took almost two years to make the venerated 'Leopard Son' which gave him a unique position among wildlife filmmakers as he went on to feature on the priority list of broadcasters like the National Geographic, Discovery and so on.

He advised the aspiring and amateur filmmakers to connect to high quality people in the arena of wildlife filmmaking as he said, *"I was connected to a very famous filmmaker in Holland, so work with people who have good reputation, become their assistants or ask them to be your executive producers because that would give you an opening."*

Evert declared that for an hour's film his crew had to shoot for 72 hours and with this unutilised footage they created a new film called the 'Serengeti Symphony' and because they did not want to sell all the rights of the film, so they played a co-production game, which meant, they were successful in clinching a deal with Discovery for the North America Rights. Afterwards a Dutch broadcaster was contacted, followed by a German broadcaster and later on a Japanese broadcaster to telecast the film under license in these respective territories. In this way, they were able to keep the rights of the film with them forever.

Moreover, he alleged that the out of the film footage is as much important as the film itself. He held, *"to give an insight of the value which a lot of people don't realise, we made a selection of the footage and brought it into an image bank. Image Bank is distribution of out of film footage. Over a period of 10*



Mr Shyam Benegal, Eminent Filmmaker and Member of Parliament (Rajya Sabha)



Mr Shyam Benegal, Eminent Filmmaker and Member of Parliament (Rajya Sabha) and Mr Amar Kanwar, Filmmaker

years we made about \$ 1 million from this footage." In addition, he also explained that how this footage can be used for making commercials by which a lot of revenue can be generated and these earnings can be used for funding wildlife films.

Further, he stressed on the fact that when a filmmaker is producing a film for four different broadcasters, he often has to make four different versions as well and hence, needs to be very flexible to be able to thrive in the co-production market. He said: *"If you take 'Serengeti Symphony' for example, the original version is a film which has only music and no narration at all. But, when we showed this film to Discovery, our co-production partner in the United States, they didn't want to have a film without narration; they only wanted a film with narration. So, we had to bring in a writer especially to write a script for the American version."*

For low budget films he quoted examples of two ladies, one an American residing in Cook Islands conducting research on Whales and the other, a Dutch lady who was working on improving the condition of street elephants in Bangkok. Actually the Dutch wanted to bring back two of the elephants into the forests. The American lady gave them access to the footage she

had shot over the years, which made the production of the film extremely low cost and the Dutch contributed \$ 25,000 for their film titled 'Elephants returning to the forest'.

Evert also clarified that the best possible duration of a film for international broadcasters is 50 minutes. He also suggested that for a filmmaker it is always better to know the demands of the broadcaster. Therefore, the producer needs to keep a watch on the programmes of the telecaster. So, before pitching for a story in front of the broadcaster, a filmmaker must meet them to know what kind of programmes they want.

Lastly, according to him the other sources of funding were the big companies like the Royal Shell or one can also set up a travel channel like his organisation has done in a 50/50 revenue sharing deal with Google. The Travel Channel would help the filmmaker to make money out of tourism.

Conclusion

Evert underlined the importance of out of the film footage and how it can be used for profit maximisation; the need for establishing a wildlife foundation for raising money for

wildlife filmmakers and the reason why upcoming filmmakers should connect to prominent names in the industry.

► **The Session: Parallel Cinema: A Middle Path between Documentaries and Commercial Films**

December 7, 2011 | 05:30 pm - 06:30 pm
| Convention Centre (Hall 1)

Background

Documentaries represent reality, while commercial cinema falls in the realm of fiction. However, there exist a space between the two, called Parallel Cinema. Shyam Benegal, the father of Parallel Cinema in India, has made films which have always captured the mood of common India. In this session he talked about how moving towards parallel cinema is natural for documentary filmmakers who want to explore theatrical productions and how they can make the most from a small budget.

Facilitator

Mr Shyam Benegal, Eminent Filmmaker and Member of Parliament (Rajya Sabha)

Moderator

Mr Amar Kanwar, Noted Wildlife Filmmaker

Highlights

Shyam Benegal, the man who has made films like Ankur, Nishant, Manthan, Bhumika etc. stunned the audience by claiming that he was delighted that there was no distinction between mainstream and alternative cinema any longer. He stated, *"A film is a film, whether documentary, fiction or non-fiction. There is no need for any distinction and I feel it is totally useless. You put yourself into pigeonholes by making that statement."*

Moreover, he opined, it is assumed that all films under alternative are good, while in reality that might not be the case. He said,

"It is not necessary that alternative cinema is always good, it can be awful too." According to this veteran director everybody who is into filmmaking irrespective of the genre one chooses, one is dependent on the audience and those who claim to make films for themselves should not make them at all. He held: *"why should I make a film for myself? I rather not make any."*

The forward-looking filmmaker believes that the technological aspect of filmmaking is changing by each passing day. He emphasised, *"some shot or frame which was impossible to capture till a few years ago, can be shot today because of technological transformation. Cinema has no past, it continues to have no past, and it only has a present and a future, simply because it is entirely driven by technology. And every new technological device that comes in makes filmmaking change in one or another kind of way. It has an enormous impact in the way the films are made and the cinematic experience supposed to be offered to the audience itself."* He declared because of this process, there's always usually the stress not so much on the content of the film but in terms of the form that the film itself is.

Benegal argued that because a film is like yesterday's newspaper, a documentary maker should attempt constantly to break this time warp and go into a realm where it becomes an experience that goes beyond his time. Where, it should not simply remain within a topical world of existence. He said, *"for instance I am very fond of Amar Kanwar because he has made some of those films that have a tendency of universalisation beyond your time."*

In addition, he signified that in the present times it does not matter whether the people like the film or not, because due to



Mr Dennis Aig, Programme Director- MFA Science and Natural History Filmmaking, MontanaState University, Bozeman, USA



Participants attending the Master Class

the marketing strategies and the publicity overdrives, the minds of the people are manipulated to such an extent that everyone wants to watch a film as quickly as possible. Therefore, *"if a filmmaker is successful in filling theatres for the first five days of his film's release, he is through and this whole system of packed audiences during the initial weekend is in fact the Jurassic animal of cinema."*

Benegal claimed, *"though the film is a medium of creative expression, it also is a commodity because it costs money to make a film and therefore it has to recover that money, and because it is a commodity, the commodity aspect of it starts to become much more important and the creative aspect of it becomes less and less important."*

He declared that the current period is the best time for a filmmaker to make a film on any subject because the means are so easy, however, if one is looking at earning a living out of films, then the documentary makers especially nature and wildlife filmmakers must know that it is really hard to make money out of these films in India.

Conclusion

Benegal stressed that there is no distinction between 'mainstream' and 'alternative'

films in the realms of cinema. According to him, film being a commodity, the creative feature of it is losing its relevance in the present milieu. And lastly technological innovation has an enormous impact on the way films are made.

► The Session: The Fourth Paradigm: Documenting the New Scientific Method

December 8, 2011| 11:30 am- 12:30 pm | Convention Centre (Hall 1)

Background

This session had been developed from the book 'The Fourth Paradigm', written in honor of the late Microsoft innovator and executive Jim Gray by his friends and admirers. The philosophy of data intensive scientific discovery proposed a new scientific method that made use of the modern computer capability to exploit massive datasets. With applications ranging from medicine and physics to ecology, this new approach to scientific breakthroughs has created unique challenges to filmmakers. The session presented those possibilities in approaching a method of discovery that is more internal than external and happens faster than the blink of an eye.

Facilitator

Mr Dennis Aig, Programme Director - MFA Science & Natural History Filmmaking, Montana State University, Bozeman, USA

Highlights

Dennis Aig began the session by speaking about the evolution of scientific methods, how science has evolved over the years since industrial revolution took place in Britain in the 18th century. Time change has been the greatest factor in the life of human beings and this change hasn't happened in just tools but over the years our methods have also undergone a sea change and the impact of science has been phenomenal on mankind. With science, ever evolving, there will be a change in the way films are made and science will definitely have a bearing on our thought process, the way we research and act upon.

Jim Gray introduced the idea of 'e-science'. According to him 'e-science' is the science where 'IT meets scientists'. Researchers are using many different methods to collect or generate data from sensors and closed circuit devices to supercomputers and particle colliders. When the data finally shows up in your computer, what do you do with all this information that is now in your digital shoebox? Dennis claimed that people are continually seeking him out and generally yell in front of him, *'Help! I've got all this data'*. Then, what he's supposed to do with it?, here comes the power of e-science by producing tools to support the whole research cycle — from data capture and data carnation to data analysis and data visualisation.

Moreover, Aig explained the two eras of science, the first was 'Empirical' – which was termed as natural phenomena and the second era was 'Theoretical', where

theories, formulas and laws are discussed. He explained the theoretical era by emphasising on computational science. Originally, there was just experimental science, and then there was theoretical science, with Kepler's Laws, Newton's Laws of Motion, Maxwell's equations, and so on. Subsequently, for many problems, the theoretical models grew too complicated to solve analytically, and people had to start simulating. These simulations have carried us through much of the last half of the previous millennium. At this point, these simulations are generating a whole lot of data, along with a huge increase in data from the experimental sciences. People now do not actually look through telescopes. Instead, they are 'looking' through large-scale, complex instruments which relay data to datacenters, and only then do they look at the information on their computers. The world of science has changed, and there is no question about this.

The new model is for the data to be captured by instruments or generated by simulations before being processed by software and for the resulting information or knowledge to be stored in computers. Scientists only get to look at their data fairly late in this pipeline. The techniques and technologies for such data-intensive science are so different that it is worth distinguishing data-intensive science from computational science as a new, fourth paradigm for scientific exploration.

Challenges to capture information and analysis of skills is the usual chain of acquiring scientific knowledge, but e-science has been made even more possible by 'Cloud Technology', the nature of cloud is to preserve and analyse data in the easiest way possible. This demands new rule for publishing and sharing discoveries.



Mr Bhupesh Kumar, Vice President-Aon Global Insurance Brokers Pvt Ltd



Participants attending the Master Class

Data mining is considered to be the interdisciplinary part of e-science, where we find what we need from a huge collection of data and information but actually its just the small part of it. Moreover, the new terminology in data mining 'Modern Modeling' has been very much accepted in all the fields based upon the data base.

Dennis in addition talked about Environmental Science, the next sub topic which means the study of life and interactions as well as the study which includes climatic change. Results of the fast happening changes in the earth's atmosphere, be it in the oceans, in the skies, or anywhere, all this information can go from desktop to laptop and beyond within a second.

The fourth Paradigm is to re-look at the nature and the ocean, not merely water and wildlife but huge reservoirs of heat and chemical reactions, in this tricky situation e-science provides information to understand and to figure out what is happening and what can be done. The fourth paradigm allows us to see the ocean from within i.e. a broader spectrum of the sea has been made visible by quantifying its details.

He stressed on the New Community concept where communication should be

considered as critical sharing of information and one needs to figure out the best and most useful purpose of it. The much awaited climax of the fourth paradigm in connection to films was revealed too as he stated that not only films show the natural world as wonderful but how and what happens deep inside the ocean which may affect the farmers and the people of nations across the globe. Modelling the future that there is science behind everything and people need to understand that e-Science is not mere advocacy but rather its a scientific process purely based on projects.

Giving magnified details of the future he emphasised that the films should be shot locally but with a global perspective as he emphasised that the filmmaker should know where he can make the best use of science and where the shot would be of utmost significance. Just like economics, e-science is based on abstracts but it can be exciting if done well. Therefore, embrace new paradigm created by new technology.

On being asked about what science has to do with films and if there was lot of data leading to a lot of rubbish, what can be done to overcome it? He replied that films create awareness and through data collection it helps the filmmakers to analyse

well about the subject and its depth and hence factually helps the audience. *"We need a guide and should also know how to judge and if we don't judge properly it may affect us in means of time and money, doing a research for film and coming out two years with rubbish will be embarrassing not only for the one who does it but it could even put one's career at stake"* he said.

Conclusion

Dennis spoke on many key issues; however, the main points in his discussion were the evolution of science and how the constant change in science has had a bearing on humans. He explained in detail what e-science was and its various usages were for the purpose of documentation. He further gave his insights about what the fourth paradigm was? And lastly, it was vital to embrace the new scientific method because it provided access to places where man would not have dared to go a few years ago.

► The Session: Insuring Your Production

December 8, 2011 | 01:00 pm - 02:00 pm | Convention Centre (Hall 1)

Background

As we move from producing locally to international productions for broadcast, insurance is an expense a filmmaker has to budget for. The international broadcast industry is very strict about securing insurance for all productions as the risks involved can have a bearing on the completion of the film and its commercial viability. This session demystified the complex nature of insurance for films and took the filmmakers through the various covers available for each stage from planning through to final delivery, how insurance comes in handy in situations when

a filmmaker thinks he has lost it all and even when he thinks 'nothing to worry about', what are the cost implications and how it can be leveraged beneficially through the entire life of the film. This session covered – production insurance, media liability and commercial general liability covers.

Facilitator

Mr Bhupesh Kumar, Vice President - Aon Global Insurance Brokers Pvt Ltd

Highlights

Bhupesh Kumar initiated the session by explaining the dangers involved in the showbiz business as he said, *"International venues, remote film locations, high-stakes on promotional contests and standing room only concerts with captivating performers, these are some of the exciting aspects of the entertainment industry. Yet, along with the thrill and glamour comes unique risks."*

Bhupesh stressed on why a wildlife filmmaker require risk management and insurance. Because according to him a filmmaker had to work with a crew in the forests to shoot wild animals under stringent timelines. Under these circumstances, an insurance cover provides the much needed assurance against any kind of loss. In addition, he claimed that Aon Global Insurance's was an important risk financing vehicle and its approach towards its clients was to provide them only what they needed at the best available price considering insurer security, policy conditions and claim paying ability.

Additionally, Bhupesh declared that there were four types of risks involved in filmmaking – production, human, material & equipment and cost/revenue loss. To supplement any of these losses the role of the insurance cover becomes really critical. The loss is irreversible if it happens due



Mr Adam Schemedes, Managing Director, Loke Film, Denmark



Participants attending the Master Class - Story Telling : A Fine Art

to non appearance of anyone of these - director, cameraman, and actor because of sickness, death, injury which could ultimately cancel the shoot. He held that travel insurance also becomes essential if there are multiple shoot locations and travel is involved, especially for foreign crew and artists.

He held that in case of accidental damage to the camera, faulty stock/processing, unintentional exposure to light, damage to props, sets due to fire and allied perils etc, an insurance can come in handy as a rented camera/new camera can be covered for replacement value only. Re-shooting expenses are covered due to the given risks but the contract with the vendors is a must to ensure replacement value or the charges of hiring to be paid by the production house.

Bhupesh argued that insurance covers also gives a filmmaker advantage in the scenario if extra expenses are incurred due to the following risks: fire leading to damage to venue and equipments, political risks – Government directive, adverse weather conditions, terrorism including threat thereof epidemics, strike, riot, civil commotion, earthquakes and other natural catastrophes.

He alleged that the third party liability/ commercial general liability covers any legal liability arising from third party injury, third party property damage, and non hired automobile liability. The errors and omission insurance protects the production company from various lawsuits that allege unauthorised use of names, trade names, servicemarks, titles, formats, ideas, characters, character names, characterisations, plots, musical compositions, performances, slogans, programme material or any similar material, breach of implied or implied-in-fact contract arising out of the alleged submission of any literary, dramatic, musical or other similar material, or breach of trust and confidence arising out of any such submissions, invasion privacy or publicity, libel, slander or other forms of defamation, infringement of copyright.

He affirmed that Aon Global Insurance is an innovative broker that strives to ensure that the covers are tailored to meet a client's precise needs and is the largest insurance broker worldwide for media, sports, and entertainment risk with 150 employees. Currently the client list includes 90% of the major Hollywood film studios. In addition, the company solves risk-related challenges for nearly 70 percent of American prime-time television shows.

Conclusion

This session stressed upon why an insurance cover is mandatory for a film production as it provides the filmmaker with financial cover in case of any mishap arising out of bad weather, injury to the crew members and even if something happens to the equipment.

► The Session: Story Telling: A Fine Art

December 8, 2011 | 04:00 pm - 05:00 pm
| Convention Centre (Hall 1)

Background

Crafting compelling narratives from non-fiction material is not easy. A documentary is, and should be, different from others in content and form. Against budget constraints and saturated markets, our best resource is always creative dramaturgy. But how far a filmmaker is willing to go to make the story compelling? Should a filmmaker just present the case or advocate a stand? This session threw light on the art of story telling in conservation films.

Facilitator

Mr Adam Schmedes, Managing Director – Loke Film, Denmark

Highlights

Adam started the session by declaring that storytelling is a must for small countries and small markets like Denmark. He acknowledged that although India is an enormous market but somewhere, Indian filmmakers have to face similar problems as their Danish counterparts. He said: *"The nature and wildlife filmmaking industry is facing a merciless competition from mainstream cinema. The conventional industry has all the means to make a high quality film with great aesthetics. And as their level of moviemaking is so expensive to reach, the only way to beat them is to tell*

the story in a better way than they can do. In fact, by improving the method of telling stories, so that we tell our stories faster than them can make us the winner in this fight."

He claimed, *"telling stories in the genre of wildlife, environment or in ecology is a very difficult proposition. But, we are in a century now where this conflict between nature and civilisation is the dominant conflict; hence we have to tell the world about it."*

Adam spoke about the importance of a hook in a story. A hook is a literary technique in the opening of a story that 'hooks' the reader's attention so that he or she will keep on reading. He held, *"a hook is essential for the audience as it will always keep the audience on a tenterhook."*

Further, he signified that a filmmaker must project an underlying conflict in a film. Secondly, how can this fundamental conflict can be solved should drive the film to its conclusion. Moreover, he opined that films are not considered good when they carry bare facts. Rather movies appeal to the audience if emotions are embedded in the characters of the films.

He stressed that framing should be used judiciously in nature conservation and wildlife films. Therefore, a filmmaker at the beginning of the film should disclose the characters in addition to the situation or the place the characters are in. This would force the viewer to go into a state of imagination where he/she will relate to the characters of the film.

Adam emphasised that a wildlife filmmaker should always reflect upon the true situation, he should never entertain lies in his films because as a conservationist it is his duty to present the truth and he is trying to save this planet through green programming.



Ms Monica Rawat, Product Manager, Marketing, Tata Sky



Mr Nikhil Sandhu, Senior Manager, Content Strategy and Content Acquisitions, Aircel

Additionally he stated that a film will successfully mesmerize the crowd if it portrays a nature-human conflict. So, while writing a script a filmmaker should keep in mind that there is a strong connection between the subject and the characters. A filmmaker should know as much as possible about the subject, and should always be on the look out to learn something new while shooting on location. In finality, the moviemaker should have an eagle's eye during editing so that he is able to recognise the good shots from the bad ones.

Lastly, he also underlined that the filmmaker should not reveal the mystery of the climax of the film in the middle of the film, but it should be exposed to the audience at an apt time so that the film does not become predictable to the audience. To a certain extent, the movie must keep the viewers glued to the screens.

Conclusion

According to Adam story telling can be used to counter any form of competition in the arena of wildlife filmmaking - the better the story, the lesser the struggle. A hook ignites the temptation in the audience to watch a film, so it is essential to have a hook in a programme. And lastly, films should have

emotions rather than bare facts otherwise a motion picture will not be able to strike a chord with the viewers.

► The Session: Multi-platforms: The New Media

December 9, 2011 | 10:30 am - 11:30 am | Convention Centre (Hall 1)

Background

We have YouTube Channel, a Facebook page, 3G on our mobile and we watch HD quality programmes on our DTH connection! And we are hooked on to Twitter, Flickr, Wired or Vimeo. New media is rapidly changing the way we interact with the world. So, what can this translate into for a filmmaker's film? This session gave an insight into the world of multi-platforms-the key tools available to create and share content, how to build a customised audience for a film, and what kind of content sells and how it can generate revenue too.

Facilitators

- Mr Manan Singhi, Strategic Partner Manager, YouTube
- Mr Nikhil Sandhu, Senior Manager, Content Strategy and Content Acquisitions, Aircel
- Ms Monica Rawat, Product Manager, Marketing, TATA Sky

Moderator

Mr Nishant Pagare, Head-Acquisition and Distribution, Syncline Filmstore

Highlights

Monica Rawat initiated the session by explaining what new media is? She said, *"Old media was newspapers, magazines and then eventually television where people would work forever to get a story out and that was the main source of getting information, entertainment out of anywhere."* She claimed that new media really started when we went digital and when everyone started being connected. And it changes every year actually. According to her new media is at present based on demand content – whatever the people want, wherever the public wants, however the viewer wants. Monica cited the examples of favourite television programmes like Ramayana, Mahabharata, and Rangoli etc for which people used to wait till every subsequent Sunday to watch them.

There were times when people tended to change their lifestyle to go and receive that content. However, that does not happen anymore. People now watch content when they want. For example the Digital Video Recorders (DVR's) allows the viewers to watch their favourite programme like 'Balika Vadhu' at their preferred time and not when it is being telecasted because it has a digital recorder to record programmes just at the click of a button. Moreover, the consumer can go online to watch any episode of any show he wishes to watch at a place and a time convenient to him. In addition, there are Set Top Boxes (STB's) that have hard drives in it, so if the viewer likes watching a programme, he would not rush home to watch that programme, rather he would press a button to record that show and then would watch it whenever he wants to.

She declared that the producer just can't offer any content to the viewer and it is hard to believe that he would take that even, so in this ever evolving scenario there would be interactivity within the television sets of a consumer. The viewers would have options to leave comments on the feedback section of a particular show to have a say in the content of the programme. According to her *"interactivity means being in touch with the audience and taking back what they are trying to say and at the same time giving them more options rather than just audio video form."*

Monica asserted that so much content today is dependent on what other people are watching and what their feedback is on that. She said some songs or stories become a rage overnight because so many people comment about it on Facebook, Twitter and other social networking sites. Moreover, she held that with mobile phone acting as the remote of our television set, one can track the comments of the people - what people have to say about the programme one is watching and accordingly it can have an impact on the viewer's mindset.

On being asked whether independent filmmakers can reach out to TATA Sky's subscriber base with the evolution of technology driven new media she replied that the opportunities are very much there. Case in point is the video on demand platform where thousands of videos can be put up for viewing and the subscriber can choose a video of his choice from this huge library of videos. Therefore, for niche content there would be a niche delivery mechanism.

Lastly, she gave a suggestion to the filmmakers that they should always keep in mind for whom they are making the film and who would subscribe to their content. She

said that a filmmaker should never create an umbrella content because increasingly people want to see the content created for them. Moreover, shorter formats work really well, therefore a filmmaker's content should be as short and crisp as possible.

Nikhil Sandhu argued that a lot of people in India still don't have smart phones although the penetration is increasing day by day. But at the same time viewing habits of people on mobile have been evolving every year round as 50% of the cell phone users are of the age group of 18-24 years and that the number is increasing each day.

Moreover, Nikhil claimed that television will never lose its shine even in this era of tablets as he said: *"TV will never move out of the house. You will want to watch films on a television; you can't watch a film on an Ipad. Yes you can probably watch it during a flight on a laptop or a tablet. But you are going to watch films on a large screen. National Geographic on HD is on an HD. You can't watch it on a small screen. It doesn't look that nice."*

Nikhil also argued that with mobile one can reach a larger audience as it aids in content discovery. However, people don't want to buy wildlife content upfront, but great content will be pushed around as mobiles can be used to generate a buzz about these kinds of programmes.

He suggested people to use social networking as a platform to expand their horizon to reach out to more and more people. Even if one likes it or not, one has to evolve along with it or one will perish.

Manan Singhi continued the debate by announcing that people have left their day jobs and are making seven figure salaries out of YouTube by producing videos. In fact, they are able to substitute the income

they were earning from their earlier jobs by uploading just two videos in a week on YouTube.

He stated that the success of YouTube is because it is *"essentially a user generated platform. The whole reason behind why YouTube is a success today is because of its users. It is not about premium content being put on YouTube neither it is about one going home and watching a television serial one has missed. But primarily the reason why it became a rage because YouTube today is 80% user generated content and 20% professional content."*

He maintained that YouTube has a team for independent filmmakers currently dedicated to provide help to these sovereign contributors to grow on YouTube and to use it as a distribution platform may be to reach higher grounds when television comes in and when mobile comes in.

He reiterated that apart from sharing advertising revenue with content creators YouTube also has in place the YouTube Rentals platform, a pay-to-view model on YouTube. It provides content owners a new way to generate revenue on the site and it allows partners greater flexibility to monetise a variety of videos, provides full control over their content, and allows content owners to tap into the world's largest online video community.

Manan then spoke about 'Life in a Day' which was a historic global experiment to create the world's largest user-generated feature film: a documentary, shot in a single day, by YouTube users. The users captured a glimpse of their lives in a day on camera. The most compelling and distinctive footage was edited into an experimental documentary film, executively produced by Ridley Scott and directed by Kevin Macdonald.



Mr Theo Webb, Researcher, BBC Natural History Unit, UK



Participants of the Master Class - Research: Underplayed and Underutilised

On being queried that buffering of videos on YouTube is such that it irritates the viewers he replied that buffering is a last mile problem and it already has in place the mechanism to stream videos as per the individual's bandwidth. And on the audio quality front he said that with the acquisition of Next New Networks a new team has been formed that focuses on supercharging content creator development on YouTube, driving deeper expertise in partner audience development, and incubating new ideas that can be shared with the broader community.

Conclusion

The discussion highlighted how DTH providers like TATA Sky with a large subscriber base can help wildlife filmmakers to generate revenue by providing them a platform to showcase their content; how mobile subscribers like Aircel can be a boon for independent filmmakers as they can act as the perfect tools for promotion of their content in far flung areas? The discussion lastly affirmed that YouTube is the best possible place for a wildlife filmmaker to display his content according to the quality and the value of the content as there is an advertising model along with the rentals model which means that its a

win-win situation for a filmmaker in both the case.

► The Session: Research: Underplayed and Underutilised

December 9, 2011 | 12:30 pm - 01:30 pm
| Convention Centre (Hall 1)

Background

Research is from where it all begins – it is the backbone of a factual programme. Yet this crucial element is often the most underplayed and underutilised segment in a production. How does one find that really good story? And which are the best places to find the information – wildlife biologists, researchers, recci trips, newspapers or internet? Does research end with the beginning of filmmaking? This session was a practical introduction into the world of a wildlife film researcher, exploring all the skills that are required to find that elusive story, set up the shoot and help with the fact finding when the footage comes back.

Facilitator

Mr Theo Webb, Researcher, BBC Natural History, UK

Highlights

Theo Webb began the session by claiming

that passion is the key to becoming a good researcher. Moreover, an interest in the world of technology, editing and cameras will be of great help if one aspires to be successful in the field of research. It is astounding to see how the world of a researcher has changed over the years. He argued, *"the producers and the series producers of today are amazed at what researchers have to do now. A researcher has to pretty much do everything."* Additionally, he emphasised that the grammar of filmmaking can be transposed from wildlife to science to social affairs films. In fact it can be moved to anything.

Theo declared that research is important in every single stage of a filmmaking process. In his words, *"research is the process of finding true stories, working at it if it can be filmed and supporting the film before, during and after the production. And research can make or break a film."*

He stated that the job of a researcher starts by knowing the topic – general knowledge or passion towards the subject. Any level of knowledge is fine whether university or school as long as passion is there. He should read as much as possible about the concerned topic and can cover species, locations, habitats and biodiversity in his study.

Theo stressed that the researcher must find stories – the stories that amaze and excite the audience. Further a good story is the one which gives the filmmaker a natural structure i.e. beginning, middle and the end.

He held that *"the best place to look at stories is Google. Wikipedia comes a close second for general background information followed by Google scholar to read through scientific papers apart from newspapers and*

magazines." Older documentaries on the internet or DVD's and photo-stories can be referred as well.

Theo supposed that the best possible way to tell a story is to educate the people about the behaviour of the animals. But it can only happen if a researcher ensures that a strong story is in place before filming. It must have characters in the form of humans or animals as they are vital for the film. Moreover, the story should clearly make a distinction between the main characters and the supporting ones. An excellent story has a range of emotions – happiness, triumph, sorrow etc. But always remember, that a film is after all a film and a sad ending will almost never be liked by the audience.

Theo announced that the researcher must know the technology. He should be able to recognise which technology will fit the story. Whether it will be able to enhance the story or it is just a gimmick to fool around the masses. And it is not like that only the pictures are important, the sound is as vital as anything.

He suggested the researchers that they must visit the film's location before shooting commences to assess whether the technology will work in the environment? Will the characters look good in the background? Will the story work? Along with these potent questions a researcher must keep his eyes open all the time to be on the look out for new stories. So, the pre - shoot visit is vital as the researcher can bring back important information for the team of the film.

Theo said the knowledge of camera for a filmmaker is not vital but it only helps if he knows the basics of it. During the post production phase of the film a researcher's



Dr R V Varma, Chairman, Kerala State Biodiversity Board (KSBB)



Dr R V Varma, Chairman, Kerala State Biodiversity Board (KSBB) and Mr Suresh Elemon, Filmmaker

role is as significant as the director's as he can help him to distinguish the bad shots from the good ones because he is the only one who has been there since it all began – pre production to the shoot and now post-production.

Theo shocked the packed audience by saying that the researcher's job is not over even after post production and a good researcher is the one who takes keen interest in the publicity and the PR of the film. A researcher must support the people selling the film with unique ideas. He can make a promo to popularise the film and can promote the film on social networking sites. He can also make use of the publicity pictures on various websites and articles for the same purpose. Finally, he said that a researcher must take notes of every conversation he has with his team.

Conclusion

The core points in Theo's discussion were firstly a researcher is at the heart of the film. Secondly a researcher's work begins from the ideation of the film and it lasts till the film is released either in theatres or until it is premiered on television if it is a television series. Thirdly a visit to the location before the actual shoot begins is one of the most vital components of a

researcher's job. Finally if the researcher knows the technology he is just as good as the director.

5.3.4 Meet the Commissioners

Background

'Meet the Commissioners' were sessions which were intended towards enhancing the understanding of what, why, how, when and who of realistic commissioning of films of this niche genre known as green films. This would comprise the details and frequency of the commissioning cycle, the acquisition process and co-production strategies for environment and wildlife films. The commissioners enlightened the filmmakers through case studies of their films about the content, production and ideas that could work in making good films on nature and ecology.

▶ The Session: Kerala State Biodiversity Board (KSBB)

December 7, 2011 | 11:30 am - 12:00 pm | Convention Centre (Hall 1)

Facilitator

Dr R V Varma, Chairman, Kerala State Biodiversity Board (KSBB)

Highlights

Dr R V Varma began the session by



Mr Ralf Quibeldey, Commissioning Editor- Nature and Wildlife, Norddeutscher Rundfunk (NDR) Germany



Mr Evert van den Bos General Manager, Nature Conservation Films, Netherlands

explaining the initiatives of the Kerala State Biodiversity Board since its inception in 2005. He said that the board has been involved with various conservation activities in the state in a participatory mode. The Board also undertakes several other functions and awareness creation has been a major task. The present day generation requires a paradigm shift in their outlook towards nature and also there is a need to make them aware on sustainable use of our ever decreasing natural resources.

He opined that in this context, the visual media can be recognised as a powerful tool to sensitise the people at large to the cause of environmental conservation. He stressed that documentaries highlighting the flora and fauna, including RET species and conservation measures should be informative in nature, but what is needed is to present the environmental issues in such a form which has an entertainment value. He quoted the example of Mike Pandey's film 'Shore of Silence' and claimed that it was instrumental for the ban on killing whale sharks in India. He said: *"Therefore, filmmakers have to present the films so effectively that such films can even change the mindset of policy makers and administrators."*

In addition Dr Varma also spoke about various filmmaking destinations in Kerala, the picturesque locations alongside the Western Ghats. He also briefed about the interesting species found in this beautiful state like elephants, lion tailed macaque, etc. He mentioned that there has been no distinction made between the one who films and a tourist as permissible limit of movement in the area is same for both. He stated that KSBB has been instrumental in identifying and supporting filmmakers to shoot films in the forests area in Kerala state.

Conclusion

To sum up, Dr Varma highlighted the work of KSBB in spreading awareness about nature among the masses. He also emphasised on 'how visual media can be used as a powerful tool in propagating Biodiversity conservation.' Lastly, he endorsed the beautiful locations and the species of Kerala where wildlife filmmakers can go to shoot their films.

► The Session: Norddeutscher Rundfunk (NDR), Germany

December 7, 2011 | 12:30 pm - 01:30 pm | Convention Centre (Hall 1)

Facilitator

Mr Ralf Quibeldey, Commissioning Editor -Nature and Wildlife, Norddeutscher Rundfunk (NDR), Germany

Highlights

In this session Ralf Quibeldey spoke about the activities of NDR and its collaboration with ARD, the biggest TV channel of Germany. He claimed that *"what NDR does is pure wildlife filmmaking with more narrative treatment; unlike in India where the animals are given names and there is too much of human interference on camera which is just not at all acceptable in Germany especially in wildlife films."* He emphasised that before going for shoots a filmmaker should conduct extensive research on the subject as it is essential for writing a good script although.

On the sources of finances for wildlife films he opined, *"NDR looks forward to collaborate with local organisations and the support of the public and government rather than approaching the corporate sector."*

He said that the budget system of environment and wildlife films differs from country to country. So, before approaching a producer for a film, at least one financial partner should be with the filmmaker, which represents the kind of strong support a wildlife filmmaker requires. He alleged *"the broader estimate for a regular wildlife film in Germany is about € 70,000 and for big ones it is around € 100,000."*

Ralf held that for a filmmaker analysing the audience is the biggest challenge; because at the end of the day the film is

made for a target audience and sometimes it would be able to create a stir among the people for whom it is really made for and sometimes it may not. However he asserted that NDR tries to make the films as family entertainers in a story telling method, the target audience is generally the 50 plus age category people, and there would be no digital effects. Moreover he declared that animation was strictly prohibited in NDR's films as *"Nature films are science films and we cannot justify the emotions and the way animals behave."*

Conclusion

Broadly, Ralf spoke about three critical aspects of wildlife filmmaking - storytelling, finance and audience. He claimed that wildlife films should be made and produced as complete entertainers. Further, he stated that rather than seeking corporate funds, approaching NGOs would be better. And lastly, a filmmaker should be able to catch the nerve of the audience.

► The Session: Nature Conservation Films, Netherlands

December 8, 2011 | 10:30 am - 11:30 am | Convention Centre (Hall 1)

Facilitator

Mr Evert van den Bos, General Manager, Nature Conservation Films, Netherlands

Highlights

Evert van den Bos initiated the debate by stating that a wildlife filmmaker is privileged if he has a special agreement to film in a particular country, like his production company Nature Conservation Films (NCF) has an exclusive arrangement with the government of Tanzania to film wildlife programmes and features in Tanzania. It enjoys complete access and has become an integral part of the conservation community.



Mr R K Dave, PCCF, Forest Department, Government of Madhya Pradesh



Participants at The Asian Filmmakers Summit

For a budding filmmaker he suggested that he should never start his career by producing a video. It is almost mandatory for a newcomer that he opens his account with a feature film of 50 minutes, because the broadcasters will never buy a 25-minute film, though a 30-minute per episode series is quite possible.

While discussing about the overall scenario of Europe in terms of market, Evert told the audience that in Europe, France is the biggest market for wildlife filmmakers as it has tremendous demand for wildlife programmes. Spain and Italy too are revenue generating markets but here the filmmakers produce the content as a partner of National Geographic.

Further, he stressed that a filmmaker should be smart enough to segregate the footage for different segments, for instance a film should make its theatrical debut first, followed by its first Television premiere, a DVD release and then a children's version. In this way a filmmaker is able to build a value of his film. In diverse countries like India, local versions were also feasible, for example, a film dubbed in Gujarati would be watched by more people in Gujarat, rather than an English version.

In addition he suggested that film producers should visit festivals like Jackson Hole, Ya'an Panda International Animal and Nature Film Festival etc. to get the feel of what the broadcasters want? *"Supposedly, the broadcasters aren't interested in telecasting a bird film, never go to them with a proposal of a bird film,"* he said.

On the issue of garnering funds he said, a filmmaker should have the traits of convincing people so that they donate for wildlife films. He claimed that five NCF films have been 50% financed by private companies. And if a bunch of filmmakers can come together to establish an independent foundation, that would be of great help as it would be able to support other filmmakers as well. This was true because people are very pessimistic about donating to an individual, but for a foundation they do tend to donate generously.

Evert emphasised on the potential of mobiles and internet for wildlife films. He stated that if NCF puts a film on YouTube, most hits they get are from India. So, small clips for 3G enabled cell phones and tablets could be one of the most revenue generating source in the near future.



Dr Balakrishnan Pisupati, Chairman, National Biodiversity Authority (NBA), Chennai



Participants attending the Meet the Commissioner Session by National Biodiversity Authority

Conclusion

The key points in Evert's discussion were the perfect duration of a wildlife film for international broadcasters i.e. 50 minutes, segmentation of footage for maximum utilisation in the form of different versions, the love of the French people for wildlife films and setting up of a foundation in a particular country to fund wildlife films.

► **The Session: Forest Department, Government of Madhya Pradesh**
December 8, 2011 | 03:30 pm - 04:00 pm | Convention Centre (Hall 1)

Facilitator

Mr R K Dave, PCCF, Forest Department, Government of Madhya Pradesh

Highlights

R K Dave shared his views and ideas about the initiatives the Forest Department of Madhya Pradesh has taken to promote wildlife tourism and the state government's assistance to filmmakers in their endeavor to shoot more and more wildlife films.

Dave stressed on increasing the number of natural parks and sanctuaries which will give space to wildlife and also attract tourists. He also mentioned about the maintenance

of river-valleys in order to improve the eco-systems and how the rivers provide a helping hand for better habitation and enhancing tourism.

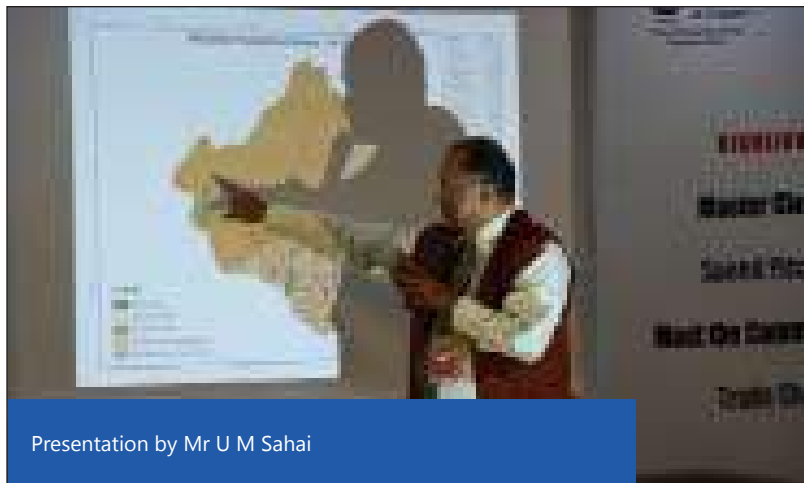
Stressing more on forestation Dave gave an exceptional idea to grow more trees on private land which will increase greenery in the state. He said: *"There are a lot of problems which need to be tackled at the earliest, as animals are seen roaming outside national parks, in order to prevent such a situation we need thicker and a variety of forests."*

One of the participants in the discussion asked him to clarify whether Madhya Pradesh due to lack of better infrastructure fails to attract tourism? He replied that the government is working on it and as far as the accessibility was concerned; one cannot expect a fine connectivity in wildlife areas. Moreover, he claimed that an airline has been initiated from Jabalpur for easy travelling.

On the matter of charges, he asserted that there were no special charges for tourists and the same amount is sought from foreign tourists as well. Even for filmmakers shooting films the charges were not that much high but were genuinely fair.



Mr U M Sahai, PCCF (Wildlife), Department of Forest, Govt of Rajasthan



Presentation by Mr U M Sahai

Conclusion

The debate highlighted the actions being taken by the MP government to improve wildlife habitat, promotion of tourism in the state, special assistance to filmmakers to shoot in the wild and the mobility issues to reach national parks and sanctuaries.

► The Session: National Biodiversity Authority (NBA), Chennai

December 9, 2011 | 11:30 am – 12:00 pm | Convention Centre (Hall 1)

Facilitator

Dr Balakrishnan Pisupati, Chairman, National Biodiversity Authority (NBA), Chennai

Highlights

Dr Balakrishnan Pisupati started the session by explaining the outcomes of the 1992 Earth Summit where the Convention on Biological Diversity (CBD) was drafted, which has so far been ratified by 189 countries. The CBD focuses on conservation of biodiversity, sustainable use, and fair and equitable sharing of benefits arising out of the use of biodiversity.

Dr Pisupati addressed issues of extreme poverty, hunger and malnutrition, which are closely related to the livelihoods and

vulnerability of households. Rural households derive a significant proportion of their food and income from biological resources and, therefore, the availability and sustainability of biological resources is of direct relevance to poverty reduction for these people. Additionally, a large proportion of poor people live in marginal environments and in areas with low agricultural productivity or in fragile lands. In these environments, there is a high dependency on genetic, species and ecosystem diversity to support their livelihoods.

Dr Pisupati stated that environment degradation is not caused by the poor who in fact are far more sensitive towards environment. He said most environmental degradation is caused by the non-poor as a result of their production and consumption levels, which are much higher than those of the poor, particularly in the highly industrialised countries. Even where poor people degrade the environment, this is often due to the denial of rights to natural resources by wealthier elites and, in many cases, the poor are pushed onto marginal lands which are more prone to degradation.

During the discussion he disclosed that government has planned to conduct workshops in rural areas for teaching



Still from the Film ' Gudavi Bird Sanctuary'



Still from the Film ' Rajaji - A Forest by the Ganges'

resource management. Moreover, Dr Pisupati stated that it is often assumed that lack of technical knowledge is a key constraint to poor people's management of natural resources. Indeed, when poor people move to areas with new ecological conditions, or when something happens which changes the entire balance under which their resource management practices had developed, a period of adjustment is required. Evidence is increasingly showing that poor people have an enormous store of indigenous technical knowledge.

Conclusion

Dr Balakrishnan Pisupati opined that the poor populace wasn't responsible for the depletion of biodiversity or natural resources. On the contrary the ones who have developed their potentialities to the maximum are to be blamed because they were over utilising the natural resources. Lastly, the initiatives National Biodiversity Board was taking to make people aware about biodiversity conservation through seminars, forums and workshops was one of the keynotes of his dialogue.

► The Session: Department of Forest, Govt. of Rajasthan

December 9, 2011 | 01:30 pm - 02:00 pm
| Convention Centre (Hall 1)

Facilitator

Mr U M Sahai, PCCF (Wildlife), Department of Forest, Govt. of Rajasthan

Highlights

U M Sahai began the session by providing basic information about the forests of Rajasthan i.e. the total area, tree species and the climatic conditions. He further told the audience which sites are popular among filmmakers for shooting their films. He declared that seven places were quite popular. Out of the total 25 national parks and sanctuaries these were - Ranthambore National Park, Sariska Tiger Reserve, Mount Abu Wildlife Sanctuary, Kumbhalgarh Wildlife Sanctuary, Tal Chhappar Wildlife Sanctuary, Desert National Park and Keoladeo National Park. He held that Ranthambore National Park was a happy breeding ground for tigers as 19 cubs were born last year at the reserve. Moreover, he argued that the Tal Chhappar Wildlife Sanctuary, located on the fringe of the Great Indian Thar Desert is nestled as a unique refuge of the most elegant

Festival Highlights



Mr Vikramjit Roy, General Manager, Film Production, National Film Development Corporation of India



Participants attending the Session by NFDC

Antelope encountered in India called 'The Black buck'.

He pronounced that the Ranthambore Tiger Reserve has three big lakes flowing in its territory – Padam Talab, Malik Talab and Raj Bagh – are similar turquoises studded in the vast forest that abounds with aquatic vegetation including duckweeds, lilies and lotus. He reiterated that the tiger wasn't the only animal to be found in this famous national park rather a variety of birds including Owlets, the ubiquitous Langur (monkey), Leopard, Caracal, Hyena, Jackal, Jungle Cat, marsh Crocodiles, Wild Boar, Bears and various species of Deer were the other attractions.

After highlighting the Ranthambore National Park, Sahai spoke about the wildlife in Sariska Tiger Reserve. He alleged that the park was home to numerous carnivores including Leopard, Wild Dog, Jungle Cat, Civets Hyena, Jackal, and Tiger. These feed on species such as Sambar, Chital, Nilgai, Chausingha, Wild Boar and Langur. Sariska is also well known for its large population of Rhesus Monkeys, which are found around Talvriksh. He confirmed that a few years back Sariska had lost the tiger population in entirety but with the help of the Ministry of Environment and Forests, the Forest

Department of Rajasthan have relocated 6 adult tigers in the reserve.

Sahai went on to describe the flora and fauna, the vegetation, plantation as well as the animals of all the national parks and sanctuaries mentioned above. Lastly, he suggested a few sites like Todgarh Raoli, Sambhar Wetland, Khebchan, Ankaleshwar Mahadev in Bhaisrodgarh Sanctuary, Jhariya Mahadev in Bassi Sanctuary, Naharharh and Jamwaramgarh for filming.

Conclusion

To sum up, Sahai highlighted the shooting sites of the Forest Department of Rajasthan. He also proposed a few sites where wildlife filmmakers can shoot their films because of the picturesque location around these proposed sites. Sahai also praised the efforts of the Forest Department of the state in bringing back tigers to the Sariska National Park.

► **The Session: National Film Development Corporation of India**
December 9, 2011| 5:00 pm - 5:30 pm |
Convention Centre (Hall 1)

Facilitator

Mr Vikramjit Roy, General Manager, Film Production, National Film Development Corporation of India



Dr T V Venkateswaran, Scientist E and Head: Audio Visual Division, Vigyan Prasar



Participants attending the Meet the Commissioner Session by Vigyan Prasar

Highlights

Vikramjit Roy began the session with a congratulatory note to CMS and stated that the National Film Development Corporation of India (NFDC) is the central agency established to encourage meaningful cinema in the country. The primary goal of the NFDC is to plan, promote and organise an integrated and efficient development of the Indian film industry and foster excellence in cinema. Over the years NFDC has provided a wide range of services essential to the growth of Indian cinema.

Any newcomer can seek their help, and it hardly matters whether the film is complete or in the final stages of its post production. But the main criterion for selection at NFDC is that the film should have a *'hard bound screenplay'*. Once selected, it will be sent to various experts across India who will re-evaluate the script and will give suggestions to NFDC. After undergoing intense scrutiny, NFDC's in-house script committee will again evaluate the script and afterwards it will be forwarded to the board of Directors. Normally it takes about 3-6 months to know the result from this broad mechanism of analysis.

Moreover, he also briefed the participants about Film Bazaar which is a global market for film-makers in India to sell their films to

international and national broadcasters. The film market is designed to address the needs of filmmakers in the realms of production and distribution. It is the only market of its kind in South Asia, a converging point for buyers and sellers of film rights from all over the world with specific focus on South Asian cinema.

In the end, Vikramjit mentioned that NFDC helps many local filmmakers who remain deprived due to the stiff competition in the global market. However, so far, NFDC haven't funded any documentary, but it is very much possible because the people there have an open mind and surely next year NFDC will provide platform to documentary filmmakers.

Conclusion

Vikramjit Roy encouraged newcomers and local filmmakers to seek help from NFDC if and when they needed financial help for their films. Secondly, he highlighted the significance of the Film Bazaar as a meeting point for nature and wildlife filmmakers and producers. Finally, he spoke about the importance of a good script for being successful in garnering some kind of assistance from NFDC.

Festival Highlights



Mr Rajiv Bhartari, CCF (Ecotourism), Forest Department, Govt of Uttarakhand



Participants attending the Meet the Commissioner Session by Forest Department

► The Session: Vigyan Prasara

December 10, 2011 | 10:30 am - 11:30 am
| Convention Centre (Hall 1)

Facilitator

Dr T V Venkateswaran, Scientist E and Head:
 Audio Visual Division, Vigyan Prasara

Highlights

Dr T V Venkateswaran began the session by talking about science and making the audience understand what science has to do in our day to day lives and also what were the problems engulfing science communication. He mentioned that technical words in science and lack of accuracy were not major problems rather the main obstacles were:

- New reality domain of science, and
- Problem of translation

He said the facts of science must be translated in a manner that the people understand it well. He asserted that a major problem which arises during the making of a programme or a film that the makers have to face is the audience's taste that has been cultured to Hollywood i.e. Innovative (tele) visual style – looking for an entertainment spectacle in a film which makes it difficult for a wildlife

filmmaker to make a hard hitting film in our country.

In addition, Dr Venkateswaran shared what Vigyan Prasara was expecting from filmmakers who were planning to make programmes for Vigyan Prasara. The key ingredients according to him were:

- Not to be informative – He stated that facts are not the interesting part of science, but what holds one's interest is the evidence a filmmaker provides to substantiate those facts.
- Programmes should highlight the methods of science.
- Convey the understanding of and about Science – the programmes made must be such that they should tell science in the manner of understandability.
- The director of the programme should himself understand the programme and should enjoy making the programme.
- Innovation and Creativity – keeping in mind the audience spectrum the directors must cater to their needs of innovation and creativity.

Later, he held that Vigyan Prasara uses an open tender process for selection of the individuals/firms for the production of their programmes. He said the open tender process involves the scrutiny of the application by two separate entities, first



Trade Show by Arri Germany



Mr Franz Kraus, Managing Director, Arri AG, Germany with the Participants

the application is analysed by a group of selected media personalities and then the committee of Vigyan Prasara would review it leading to the selection of the winner.

Conclusion

Dr Venkateswaran informed the audience about the application process of Vigyan Prasara for making programmes, in addition to the crisis in science communication and the main features Vigyan Prasara was seeking in the programmes from the filmmakers who were interested in associating with the organisation.

► **The Session: Forest Department, Govt. of Uttarakhand**
December 10, 2011 | 11:30 am - 12:30 pm |
Convention Centre (Hall 1)

Facilitator

Mr Rajiv Bhartari, CCF (Ecotourism), Forest Department, Govt of Uttarakhand

Highlights

Rajiv Bhartari spoke about the national parks in the country and in Uttarakhand. Bhartari showed a few clips of the programmes which had been shot at the national parks of Uttarakhand and were later broadcasted on National Geographic and Discovery Channel. A clip from the film 'Otters' shot in the state

in the year 1996 was also screened. Bhartari stated that the film caused ripples throughout the globe as it succeeded in spreading awareness among the audience when it was showcased in Italy and other parts of Europe.

He emphasised on four topics which are the key interest areas of directors:

- Stories on national parks and sanctuaries (about positive and negative aspects)
- Natural history
- The big river fishes
- The conflict between wild animals and humans

Bhartari explained a bifurcated fee slot for national and international filmmakers. For Indians the fee for a day's shoot is Rs 50,000 (feature stories) and for foreigners it costs Rs 1 lac and the rates are decided by the forest department. The USP of the state is that no filmmaker is denied shoots but it depends upon the filling of the request and the time for sanction which may vary from filmmaker to a filmmaker.

The department takes care of the sensitivities of the animals as well as the nature. He said the main advantage to the filmmaker during the shooting is the guide who is provided to them by the forest officials and will be with them throughout the journey.

Rajiv quoted an example from a National Geographic series which was shot at a sanctuary and how the guide worked day and night to make the shoot successful. He gave few tips to filmmakers on how things have to be dealt with before shooting in a National Park or in a sanctuary.

Conclusion

Rajiv Bhartari commented upon the key factors which should be kept in mind before filling the request notification for shooting at the Uttaranchal's National parks and Sanctuaries. He also drew attention to the forest department's guideline that no shooting would be permitted which will put the lives and the security of the animals at risk. Further, he encouraged the filmmakers and the students to visit the sanctuaries of Uttaranchal and view the true beauty of nature.

5.3.3 Trade Shows

Background

Trade shows were the sessions which gave filmmakers the best chance to get acquainted with the latest technology and equipments being used in the industry of nature and wildlife filmmaking. These trade shows were conducted by experienced professionals from the industry and filmmakers like Nandan Saxena and Kavita Bahl, who had used these equipments in their productions.

► The Session: ARRI, Germany

**December 7, 2011 | 01:30 pm - 02:30 pm |
Convention Centre (Hall 1)**

Facilitator

Mr Franz Kraus, Managing Director, ARRI, Germany

Highlights

When we speak about filmmaking, the first thing which comes to our mind is

the camera and when we talk about the cameras the world over, an image which is encrypted in our mind is of ARRI's, the well established global conglomerate which has been the favourite for Hollywood filmmakers like James Cameron in particular and Bollywood producers in general. To talk about the uniqueness of ARRI's products, its Managing Director Franz Kraus conducted a trade show to explain why one needs to buy ARRI's products. Especially, Indians can now expect something which they have never experienced before. Franz spoke about how the company since its foundation in 1917 has transformed itself into what it is at present, the largest manufacturer of professional motion picture equipment in the world.

Kraus claimed that he was very proud about the fact that throughout its 94-year history, ARRI has been associated with constant innovation and revolutionary technologies and the company has evolved in all aspects of the film industry: engineering, design, manufacture, production, visual effects, postproduction, equipment rental, laboratory services and studio lighting solutions. He further informed that ARRI's line of products included cameras, lighting fixtures and digital postproduction tools.

In addition to camera systems for 16 mm, 35 mm and 65 mm film, ARRI leads the field in digital acquisition with its 'Alexa' digital camera system, which delivers the highest quality images with minimal noise, wide dynamic range and workflows. Kraus emphasised that the *"Alexa' is the keystone of a modular and upgradeable system that offers not just an image capture solution, but an entire image pipeline. By combining proprietary ARRI technology with ubiquitous, best-of-class tools from industry-leading partners, 'Alexa' stands alone as the most complete and powerful digital production system ever built"*



Mr David Macdonald, Head of YouTube Partner Operations, Asia Pacific



Participants attending the Trade Show by YouTube

On the other hand he stressed, *"The ARRISCAN film scanner and ARRILASER film recorder have become ubiquitous, indispensable tools in postproduction facilities all over the world."*

With reference to India the MD opined that Indians love to press buttons and therefore ARRI's cameras in particular would be liked by majority of Indians as the cameras have been designed to provide the utmost pleasure to an individual while he shoots in one of the toughest terrains in the country. He stated that if someone isn't comfortable using the ARRI camera in the first place, the company has come up with a unique solution i.e. it has started training camera assistants so that if one requires the assistant to learn the art of camera usage, the organisation would be able to provide the much needed assistance.

Moreover, he said any filmmaker should not be afraid to shoot in a desert even in 67° C or in the freezing temperatures of the arctic where the temperatures has been recorded as low as minus 21° C. He asserted that the camera was tested extensively and it worked tremendously well in low and high temperatures alike. He added that James Cameroon over the years has spoken wonderfully well about the camera and

has ordered about 40 cameras till now. In Delhi, one can rent it from Flamingo. The lowest version starts at €50,000, the middle version costs € 60,000 and the high-end Studio version will empty one's pocket by € 98,000. Further, he underlined that *"The pixel is not much of an importance in clicking the best picture; rather the quality of the picture depends upon the superiority of the lens one is using for filming."*

Conclusion

Franz Kraus showcased the latest camera ARRI and what it had to offer to its Indian consumers and gave an excellent presentation on the advantages of using this camera for shoots and the disadvantages of not using the camera for filming purposes. He held that this was the best camera in the world and its USP was its smooth functioning in extreme temperatures.

► The Session: YouTube

**December 8, 2011| 02:00 pm – 3:00 pm |
Venue: Convention Centre (Hall 1)**

Facilitator

Mr David Macdonald, Head of YouTube Partner Operations, Asia Pacific

Highlights

David Macdonald initiated the session by stating that with 800 million monthly



Mr David Macdonald at the Trade Show



Participants of the Trade Show by YouTube

viewers and three billion views each day, YouTube is the world's biggest platform for distributing and monetising video content online. Creators from all over the world and India too are embracing this platform to publish directly and engage with a larger audience. The main highlight of the discussion was to inform the audience about the new YouTube Partner Programme and also how a filmmaker can build an audience loyal to his content. The aim of the YouTube programme is to share revenues with regular content creators.

This partner programme was first started in US in May 2007 and in Australia in April 2008. Till now it has 20,000 partners worldwide, and since last year YouTube enrolled 100 partners from India. In addition, David talked about how one can monetise the video content. *"There is a strong demand for Indian content on YouTube, and this programme will help original video content creators in India to make money from their content. With our dedicated team in India and online support tutorials, anyone with a creative idea can use YouTube to build local and global audiences and turn those views into a regular revenue stream"* said David. Moreover, David spoke about the new YouTube interface which looks almost parallel, when we compare it to the way we watch television today.

After explaining in detail the importance of YouTube for environment and wildlife filmmakers in the context of content monetisation and optimisation Macdonald emphasised on how the user can manage his copyright on the content if the creator has joined YouTube's partner programme. David claimed, *"for this we have built a content ID system, according to which the user has to deliver YouTube reference files (audio or video) of content they own, metadata describing that content, and policies on what they want YouTube to do when we find a match. We compare videos uploaded to YouTube against those reference files. Our technology automatically identifies content and applies preferred policy: monetise, track, or block."*

He further explained how one can get their content copyright. To make the content copyright a filmmaker has to first upload a reference file then YouTube will generate an ID for it. Once the ID is registered with YouTube, anyone found using the same content again, will be tracked by this unique ID and YouTube will be able detect it. The response will be as per the user's suggestions i.e. either YouTube will ask for compensation or block the content thief from YouTube altogether.



Mr Nandan Saxena, Filmmaker and Mr Nakul Sood, Founder, Embrace Video



Participants attending the Trade Show- Canon EOS 5D Mark II

Afterwards, David stressed upon the new changes YouTube has incorporated and these will help the user to take his/her channel to a new level. Once the user has partnered with YouTube, the user can get better understanding of the audience and the status of their page or channel. He said: *"YouTube has introduced a new programme codenamed 'Understanding the Audience' This programme tells you about your channel's viewership demographics, the performance of videos over time, and lets you compare your channel's popularity against others explained."*

The YouTube Partner Programme was launched in India in December 2010 and India has transpired into top partner in terms of views and revenue in APAC (Asia- pacific). He highlighted that Indian partners have global viewership, as Indian content is the second most contributed content and also Indian content is viewed three times more outside India than what is viewed in India. The leading YouTube partners in India included Lehrein, NDTV, 1takemedia, etc.

Apart from this, David signified the change in the advertisement technique, which is more user-friendly. By this method the customer can choose the relevant ads, and can even select the types of ads to watch.

This helps the advertisers too, as they have to pay only for the ads that are relevant to the user. This makes a win-win situation for both the user and the advertiser. David stressed that *"Now the user don't have to watch the full ads and then proceed with the video he wanted to watch, as now he can skip the ad after watching it for 5 seconds."*

Conclusion

In this extraordinary session David enlightened the audience with the potential of YouTube as a tool to earn huge profits. Secondly, the filmmakers can manage their copyright on the content, if their film has been put on YouTube. Thirdly, it can also be used to build a loyal audience for wildlife films. The response of the audience to the show was phenomenal as Rahul, who attended the show asserted, that *"It was a great show; YouTube seems to be taking itself to an all new level."* Priya a participant went in a step further and said, *"Learned a lot about YouTube's latest changes."*

► The Session: Canon

December 9, 2011| 02:00 pm – 3:00 pm | Convention Centre (Hall 1)

Facilitator

- Mr Nandan Saxena, Filmmaker
- Ms Kavita Bahl, Filmmaker



Mr Nandan Saxena, Filmmaker



Participants at the Trade Show by Canon

► Mr Nakul Sood, Founder, Embrace Video

The Participants

Photographers, international filmmakers, foreign delegates, advertising professionals, researchers, social activists, civil society groups, academicians, environment conservationists and journalism students participated actively in the session.

Highlights

Back in August 2005 Canon defined a new DSLR category with the EOS 5D. Unlike any previous 'full frame' sensor camera, the 5D was the first with a compact body (i.e. not having an integral vertical grip) and has since then proved to be very popular, perhaps because if you wanted a full frame DSLR to use with your Canon lenses and you didn't want the chunky EOS-1D style body then the EOS 5D has been your only choice. Three years on and two competitors have turned up in the shape of the Nikon D700 and Sony DSLR-A900, and Canon clearly believed its time for a refresh.

Hence the 5D Mark II was introduced, which punches high in terms of both resolution and features, headlining: 21 megapixels, 1080p video, 3.0" VGA LCD, Live view, and

higher capacity battery. In other words, a camera that aims to leapfrog both its direct rivals, either in terms of resolution (in the case of the D700) or features (in the case of the DSLR-A900).

In an exclusive trade show the CANON EOS 5D Mark II was presented in front of the audience by Nandan Saxena, a journalist filmmaker on behalf of Bharat B Singh, product trainer, ICP Division, Canon. Nandan Saxena along with his filmmaker wife Kavita Bahl have used this latest HD camera extensively while making their films. In his address to the audience, Saxena threw light on the practical aspects of using the Canon EOS 5D Mark II.

He opined that while making films and photographing in a forest region what one comes across is a bunch of trees and leaves, thus to identify the subject of what to film and what not to film the filmmaker needs a powerful camera which makes filming in the wild pleasurable. He said, *"For instance to shoot a leopard or a lizard in the jungle, the camera being used needs to have a shallow depth of field. As shallow depth of field allows you to have a background and foreground separation from your subject."*



Mr Prakash Jha, Eminent Filmmaker and Ms Nutan Manmohan, Filmmaker



Participants attending the Open Forum with Mr Prakash Jha

He continued saying that this is where EOS 5D shines. This camera is one of the best cameras in the world for the purpose of photography in any condition. The data limit of the camera is 4 GB and can record upto 12 minutes of video recording at one go. Thus it can be used for long films as it is taken in cuts and takes. But this cannot be used for documentary making where it has to be long in a single go.

After Nandan's pitching it was time for Nakul Sood, Founder, Embrace Video to take over his mantle as he showed up the rigs to complete the gear used for video recording. The rigs were designed and made by Nakul's team itself which were cheap and practically meant for any situation that a filmmaker might come across while making films. His gears were attached and checked with various cameras and liked by the audience as a whole. Embrace Video had also brought to showcase the audience many more rigs that made film shooting a bit economical and easier for use.

Conclusion

The CANON trade show was one of the best trade shows CMS VATAVARAN 2011 witnessed as was evident by the huge

number of participants who attended it and liked it so much so that a few of them planned to buy this marvelous camera within the next 24 hours.

This special section had it all for everyone. On one hand Nandan Saxena stole the show with his detailed explanation of 'Shallow depth of field' which is essential to shoot in the forests, Nakul Sood who showcased camera gear wasn't too far behind as he talked about how this easy to operate camera made filmmaking cheaper. Further both of them claimed that the camera was one of the best cameras around the globe for photography.

5.3.4 Open Forum with Prakash Jha

December 9, 2011 | 04:00 pm - 05:00 pm
| Convention Centre (Hall 1)

Background

The term 'open forum' refers to a space in which people exchange information and ideas. It is generally used to describe a specific meeting or event and is intended to be a venue in which people can gather to find out about a specific issue, reach a resolution on a controversial subject, or interact with members of their communities. Eminent filmmaker Prakash Jha interacted with the audience and

took questions from them in one such session as he shared his journey of being a filmmaker from the days of 'Damul' to his last film 'Aarakshan'.

Facilitator

Mr Prakash Jha, Eminent Filmmaker

Moderator

Ms Nutan Manmohan, Filmmaker

Participants

In attendance were senior reporters, mass communication students, international wildlife filmmakers, advertising professionals, budding filmmakers, researchers, environmentalists, academicians and others.

The Session

Prakash Jha began the session by making a revelation that, *"most actors I have worked with have no idea about what I am trying to convey in my films. They have never experienced it! They don't read books; they don't even read newspapers or magazines. They are just my medium."*

According to him film actor, Ajay Devgan at least understands the issues because he reads newspapers. *"But rest all are the same – be it Ranbir Kapoor, Saif Ali Khan or Deepika Padukone. I had to actually tell her the meaning of 'Aarakshan'; he rued."*

On being asked how he prepares his actors for their roles in his films he asserted, *"I give them a lot of written material on the subject of the film and ask them to come up with at least 100 questions because I want the best performance out of them. And it is my responsibility to make them understand the subject."*

To the question on how does he predict a film's future, he said, *"It could be a subject or a dialogue which connects with the audience and makes the film popular. Look at 'The Dirty Picture'; it has no big budget, no big star cast*

but something has clicked. It has collected Rs 50 crore in a week," he answered.

He affirmed that making a film was one hell of a task, *"if you want to make any film, then you should be passionate about it. If not, then the world of reels is not your cup of tea. Whether it is a documentary, an art film or a multi-starrer commercial flick, the director always remains in the epicenter and the entire crew revolves around him. So, directing a film – be it a five minute clip or a two and a half hour show, it is as tough a job as any other."*

"I stepped in Bollywood via documentaries which were rather shown in cinema halls before commencement of films. My dad, an IAS officer, kept on wondering what prompted me to pick this profession unless he saw one of my documentaries with my name flashing in bold at a cinema hall. Impressed by my creativity, he rushed to Mumbai from Bihar along with my mother. His appreciation gave me wings to fly high. Every filmmaker at the threshold of his career needs similar gesture from his family members," said Prakash Jha, the winner of eight national awards.

When sought his comment on survival of documentaries in the current era, Jha said: *"People still do not take interest in documentaries. This unique style of presentation on humans, flora and fauna certainly requires popularity. In fact, we all should make a joint effort to figure out avenues to expand the audience range of documentaries."*

Speaking on the same subject he added, *"I find lot of drama in real life actually. We won't have 200 news channels running 24x7 in this country if there wasn't drama in real life. But what we are essentially talking about is documentary as an art is also being a popular medium, finding a popular platform popular media for exhibition, in*



Mr Nalaka Gunawardene, Director and CEO, TVE Asia Pacific, Colombo, SRILANKA

more senses than one being commercially viable."

The 60-year-old Bollywood veteran, who always hogs the limelight for working on controversial and unique subjects, said: *"Controversy is a part of the publicity of a film."* He has recently announced that he will make a film on Anna Hazare. When asked why only Anna, not any other public figure, he said, *"The Indian middle class has been disenchanted by the centre's non performance. In fact, the middle class all over the world is disillusioned with all it sees around itself. It almost seems that democracy is probably been renegotiated. There is a daily conflict everywhere, whether Anna Hazare here or the Arab Spring or the Wall Street protests or disturbances in Europe. The film on this new-era Gandhian would certainly be a relevant one whenever its content would be conceived."*

Asked why he prefers Bihar politics in the backdrop of his films, he stated, *"if a film has to succeed, it has to be successful in engaging the audience in some form. My flicks on Bihar politics always appeal the audience."*

Conclusion

The focal points in Jha's discussion were

firstly making documentaries profitable and providing the documentary makers a place where they can display these wonderfully made films. Secondly the director of the film is as important as the narrative of the film or the star cast or the music. Thirdly to make film successful at the box-office the filmmaker should be able connect the viewers to his film. And finally social conflict is the main conflict in his films.

5.3.5 Proposal Feedback Session

December 7-9, 2011 | 02:30 pm - 03:30 pm | Convention Centre (Hall No 3)

Facilitator

Mr Nalaka Gunawardene, Director and CEO, TVE Asia Pacific, Colombo, SRILANKA

The Session

The Asian Filmmakers Summit provided an opportunity to both amateur and professional filmmakers to get feedback on their proposals from Nalaka Gunawardene who guided them on how to prepare proposals and pitch their documents presenting them to the commissioning editors.

5.3.6 Speed Pitching

December 8 and 9, 2011 | 04:00 pm - 05:00 pm | Convention Centre (Hall No 3 and 4)



Mr Ralf Quibeldey, Commissioning Editor – Wildlife & Nature, Norddeutscher Rundfunk (NDR), GERMANY

Table11: Schedule and Facilitators

Date	Facilitator	Venue
December 8, 2011	Evert van den Bos , General Manager, Nature Conservation Films, NETHERLANDS	Convention Centre (Hall No 3)
December 9, 2011		
December 9, 2011	Ralf Quibeldey , Commissioning Editor – Wildlife & Nature, Norddeutscher Rundfunk (NDR), GERMANY	Convention Centre (Hall No 4)

The Session

The pitching sessions were a great opportunity for upcoming and professional filmmakers to meet commissioning editors for discussing their story ideas and to take some steps towards getting a co-production offer, a new assignment or funding for their project. This exclusive face to face meeting opened up new avenues for the filmmakers. The filmmakers registered in advance to meet the commissioners and submit their proposals.

5.4 Best of World Natural History and Conservation Cinema

5.4.1 Background

This special segment took the audience on an eventful journey to the diverse geographical realms of our planet, through the lens of some of the finest natural history and conservation filmmakers of our time. It included screening of award-winning films from prominent international environment and wildlife film festivals from across the world. Some of these films were screened in India for the first time.

The presence of international filmmakers and festival directors in the interactions and discussions further added to the fun of watching best of green films from different parts of the world.

Award winning films of the following international film festivals participated in this segment:

- ▶ Jackson Hole Wildlife Film Festival, USA
- ▶ Ya'an Panda International Animal & Nature Film Festival, CHINA
- ▶ Wildlife Vaasa Festival, FINLAND
- ▶ CINEMAMBIENTE – Environmental Film Festival, ITALY
- ▶ Inkafest Mountain and Environment Film Festival, PERU

5.4.2 Highlights

- ▶ **December 7, 2011 | 06:50 pm – 08:00 pm | Convention Centre (Auditorium)**

The first film of the best of natural history and world conservation cinema was Colin Stafford Johnson's film 'Broken Tail'. The film is a remarkable true story of one tiger and a spectacular odyssey across Rajasthan, shot by cameraman Stafford-Johnson who traveled by horseback to retrace Broken Tail's journey, gathering clues as to his route and behaviour, exploring why he abandoned his home and above all - revealing important truths about India's last wild tigers. This story inspired Sonia Gandhi to declare a new national park in Darra, a safe haven for future tigers following in Broken Tail tracks.

An upcoming filmmaker from Delhi, Rupesh said, *"The film was one of the most moving documentaries I've seen in ages. As someone who has studied filmmaking, I was overwhelmed at how close the filmmakers could get to the tigers. The conservation of these magnificent animals, along with the lions, and elephants needs to be balanced*

out with a world civilisation that does not value life. I loved hearing the comment in the film about how the tiger could walk among the people in India, whereas in Europe a predator like that would be shot."

December 7, 2011 | 04:30 pm – 07:30 pm | Convention Centre (Hall 2)

entre (Hall 1)

'The Last Lions' directed by Dereck and Beverly Joubert depicted the story of a mother lioness named Ma di Tau who battles to protect her cubs against the daunting onslaught of enemies to ensure their survival in the middle of the Okavango Delta. The film highlighted the low population of large cats in the world and also questioned whether Ma di Tau and her cubs are among the last lions.

Director Jochem van Rijs film 'Crocs of Katuma' was a story of two mothers, a crocodile and a hippopotamus, as they face the perils of raising a family in this beautiful, remote location.

Nicolas Brown's film 'Human Planet Arctic: Life in the Deep Freeze' showcased the lives of people in the Arctic, an environment where little food grows, temperatures stay well below freezing for much of the year and it remains dark for months. Amos and Karl-Frederik travel across the sea ice with their dogs to catch a Greenland shark, Inuit mussel-gatherers embark on a perilous quest to collect their food and the trick-or-treating children of Churchill, Manitoba, risk coming face to face with deadly polar bears.

► **December 8, 2011 | 04:30 pm – 07:30pm | Convention Centre (Hall 2)**

The film 'Serengeti' unfolded the epic drama of millions of animals. Through the use of HD high-speed cameras, with up to 2000 frames per seconds, the film revealed the fascinating hunting strategies of predators.

The film showed animal behavior from a new perspective. It also showed how big cats ambush the herds on the open plains, but has to fight for the survival of their helpless young themselves.

Al Gore's Academy award-winning documentary, 'An Inconvenient Truth', cautioned millions on the devastating effects of global warming. For the Takū people, who live on a small atoll off the coast of Papua New Guinea, such effects are no longer conjecture, but reality. Briar March's beautifully shot documentary 'There Once Was an Island', follows the Takū as they confront the heartbreaking option of either remaining on an island that may soon disappear, or leaving their homeland and way of life for good.

While the film does not propose solutions, it reminds us that our personal and political decisions reverberate across the sea to small island communities like Takū. As oceanographer John Hunter observed, this atoll that sits just three feet above sea level *"Is their world, and their world is being destroyed."*

► **December 10, 2011 | 06:00 pm – 06:45 pm | Convention Centre (Auditorium)**

Part of Animal Planet's Earth Month, 'Polar Bears Living on Thin Ice' showed the beauty of the Arctic as well as the unique behaviour of its inhabitants. Renowned filmmaker Thomas Behrend and his team follow two polar bear families over one year capturing rare and unique pictures of a mother and her triplets. The programme illustrates how their struggle for survival is being severely impacted by the increasingly negative forces of climate change.

► **December 10, 2011 | 04:30 pm – 07:30pm | Convention Centre (Hall 2)**

Robert Morgenstern's documentary

'Helgoland: Island in the Storm' introduced the audience to Helgoland, a small island of approx. 1 square mile and 1,400 inhabitants. It is Germany's only high sea-island and as another natural spectacle, each year thousands of migrating birds find their safe haven on Helgoland and their resting and breeding attracts ornithologists from all over the world. Robert Morgenstern's debut is an empathetic and visually stunning declaration of love to the small island and its habitants.

Located on Russia's far eastern edge is the stark peninsula of Kamchatka. Here, golden eagles and Steller's sea eagles share in the spoils of Lake Kuril. Brown bears feast on the annual salmon spawn, and take a dip in a bubbling, geothermal cauldron of hot steam and

lively waters. But Kamchatka's active volcanoes continually transform the region; not long ago, a massive landslide engulfed the green valley with 4.5 million cubic metres of rock, gravel and snow. Directed by Christian Baumeister, the film 'Wild Russia: Kamchatka' stands out for its remarkable visual affection for Kamchatka.

In the Brazilian Amazon, environmentalists, scientists and politicians are facing one of the most difficult challenges of our time. If the Earth's lungs collapse, the planet itself will collapse. The three-part series 'The Fight for Amazonia' looks at the efforts being made to save the rainforest – not revealing how bleak the prospects are, but documenting the avenues that raise hopes.

5.4.3 Schedule

December 7, 2011 06:00 pm - 8:00 pm Convention Centre (Auditorium)		
Broken Tail	00:59:21 English Colin Stafford-Johnson	Crossing the Lines Films, IRELAND
December 7, 2011 04:30 pm - 07:30 pm Convention Centre (Hall No 2)		
The Last Lion	01:28:00 English Dereck Joubert	Courtesy: Jackson Hole Wildlife Film Festival, USA
Crocs of Katuma	00:47:00 English Jochem van Rijs	Netherlands for Nature Conservation Films Courtesy: Wildlife Vaasa Festival, Finland
Human Planet Arctic: Life in the Deep Freeze	01:00:00 English Nicolas Brown	Courtesy: Jackson Hole Wildlife Film Festival, USA
December 8, 2011 04:30 pm - 07:30 pm Convention Centre (Hall No 2)		
Serengeti	01:38:00 English for NDR Naturfilms	Courtesy: Jackson Hole Wildlife Film Festival, USA
There Once was an Island	01:20:00 English Subtitles Briar March	NEW ZEALAND Courtesy: CINEMAMBIENTE - International Environmental Film Festival, ITALY
December 10, 2011 06:00 pm - 8:00 pm Convention Centre (Auditorium)		
Polar Bears - Living in the Thin Ice	00:44:42 English Thomas Behrend	for NDR Naturfilm Courtesy: Ya'an Panda International Animal & Nature Film Festival, CHINA
December 10, 2011 04:30 pm - 07:30 pm Convention Centre (Hall No 2)		
Helgoland: Island in the Storm	00:45:00 English Robert Morgenstern	for NDR Naturfilms Courtesy: Jackson Hole Wildlife Film Festival, USA

Wild Russia: Kamchatka | 00:44:54 | English | Christian Baumeister | GERMANY | Courtesy: Ya'an Panda International Animal & Nature Film Festival

The Fight for Amazonia - The Intern Indians | 00:54:00 | English | Ilka Franzmann | ALEMANIA | Courtesy: Inkafest Mountain and Environment Film Festival, PERU

The Riddle Solvers: The Shark Riddle | 00:29:00 | English | Laura Sams and Robert Sams | Courtesy: Jackson Hole Wildlife Film Festival, USA

5.5 Panorama of Norwegian Green Films

Background

A panorama of selected Norwegian films on environment and wildlife were screened as part of the CMS VATAVARAN 2011 Film Festival. Directors of these films were also invited for an interactive session with the audience.

Highlights

► **December 7, 2011 | 06:00 pm – 06:50pm | Convention Centre (Auditorium)**

The film shown on the first day of the panorama highlighted issues related to climate change and the adverse affect on the landscape.

'Cultural Landscape' directed by Evald Otterstad was a poetic and thought-provoking documentary focusing on the interaction between man and nature which has traditionally formed the landscape and the culture at the countryside.

Evald the film's director present during the screening shared his experience with audience as he said, *"although I now live in Oslo, the capitol, my childhood was spent at the coast of Trondelag, in a rural part of Norway. In most of my films I have been examining the local character of this district, and I still feel close to it. It was like a shock to me when I realised the rapid change of these my nearby surroundings,*

both the disappearing landscape and the unalterable end of the culture that I knew; a culture that have existed there for centuries. That was the starting point for this film. The film became my journey into the Norwegian landscape and my meeting with some of the caretakers of this landscape."

December 9, 2011 | 01:00 pm – 01:55 pm | Convention Centre (Auditorium)

On the second day of the panorama, the film 'The Greaseball Challenge' highlighted the importance of alternate fuel. The film showed four teams who drove from Washington DC to Costa Rica in several vintage Mercedes Benzes and a couple of old bangers. The cars were second hand and were run on only alternative fuels mostly, on grease. The Greaseball Challenge directed by Viveca Mellegaard took the audience on an informative fun ride with a lot of personal drama and lots of eco-groove.

► **December 10, 2011 | 06:45 pm – 08:00 pm | Convention Centre (Auditorium)**

On the last day of the panorama of Norwegian Green Films, Director Fridtjof Kjaren's film 'The Snow Cave Man (Snohulemannen)' was shown. The film was filled with biting humour and human drama. The Snow Caveman's portrait of a true environmentalist provoked important and difficult debates about the nature of freedom and responsibility.

Schedule

December 7, 2011 | 06:00 pm to 8:00 pm | Convention Centre (Auditorium)

Cultural Landscape | 00:46:99 | English | Evald Otterstad | NORWAY | Courtesy: Norwegian Film Institute (NFI)

December 10, 2011 | 06:00 pm to 8:00 pm | Convention Centre (Auditorium)

The Snow Cave Man (Snøhulemannen) | 01:20:00 | English | Fridtjof Kjareng | NORWAY | Courtesy: Norwegian Film Institute (NFI)

5.6 Award Nite

**December 9, 2011 | 06:30 pm – 08:30 pm
| Convention Centre (Auditorium)**

Guests

- ▶ Ms Ambika Soni ji, Hon'ble Union Minister - Information and Broadcasting, Govt of India
- ▶ Mr Ramakant Goswami, Hon'ble Minister of Industries, Labour and Law & Justice, Govt of NCT of Delhi
- ▶ Mr Basu Chatterjee, Veteran Filmmaker
- ▶ Mr Prakash Jha, Eminent Filmmaker
- ▶ Mr. Håvard Hugås, Counsellor, Climate Change and Energy, Royal Norwegian Embassy
- ▶ Mr B M S Rathore, Joint Secretary, Ministry of Environment and Forests, Govt of India
- ▶ Mr Chandi Prasad Bhatt, renowned environmentalist
- ▶ Dr George Schaller, Vice President, Panthera and Sr Conservationist, Wildlife Conservation Society
- ▶ Mr Barun Das, CEO, Zee News
- ▶ Mr Rakesh Kumar Singhal, GM-Corporate Affairs, SAIL
- ▶ Dr Dieter Mutz, Director, Advisory Services in Environment Management (ASEM), GIZ
- ▶ Mr N Srikrishna, CEO, Birla Edutech Ltd
- ▶ Mr D K Deshpande, Executive Director-HSE, HPCL
- ▶ Mr R K Sarangi, ED-Renewable Energy, IOCL
- ▶ Mr D S Tripathi, GM-North Zone, Union Bank of India
- ▶ Mr V Ramachandran, President, Corporate Affairs, Essar Group

5.6.1 The Programme

The Award Nite was the most awaited evening of the CMS VATAVARAN Festival. It was the culmination of over one and half years of effort which began with the announcement of the Call for Entry. 18 Indian and 9 international awards worth ₹12.5 lakhs were presented during the award ceremony. The special guests of the evening were Ms Ambika Soni, Minister of Information and Broadcasting, Govt of India, Mr Ramakant Goswami, Hon'ble Minister of Industries, Labour and Law & Justice, eminent filmmakers Basu Chatterjee and Prakash Jha, renowned environmentalist Mr Chandi Prasad Bhatt, Mr Havard Hugas, Counsellor, Climate Change and Energy, Royal Norwegian Embassy and several other conservationists and filmmakers.

The award ceremony began with a mesmerising stage act by a group of children from Nagaland who left the audience spell bound with their heart touching singing performance that delivered the message of nature conservation. After, this performance, Dr N Bhaskara Rao, Chairman, CMS greeted the guests, participants and the audience as he claimed that CMS VATAVARAN is much more than a film festival. He declared, *"what we (CMS) are endeavoring is not just awareness, but local activism, pro-active media coverage and social development."*

Information and Broadcasting Minister Ms Ambika Soni praised CMS for sponsoring young talent, both national as well as international. She held that *"all the ministries have been sensitised to work towards environment conservation. We (GOI) make 15 lakh environment sensitive calendars a year that are distributed in the villages and primary schools."* Moreover, she declared that at this hour, when environmental degradation is happening almost everywhere, we need to realise that time is not on our side. She urged the people to utilise nature judiciously and to preserve nature for our future generation.

The awards were presented to the winners and as expected films made by Delhi based directors swept the Awardnite of 6th CMS VATAVARAN, environment and wildlife film festival winning 8 awards in different categories, including Best of the Festival Award. Delhi topped the list, with Kerala coming second bagging 7 awards.

Films from Delhi bagged awards in important categories like Water for all, Biodiversity, Climate Change, Best story, Best Cinematography and Best of the Festival. Filmmakers whose films won include Vishal Nityanand, Akanksha Joshi, Rishu Nigam, Amar Kanwar, Rintu Thomas and others. Vishal Nityanand's film 'Kosi: Injustice with Millions of Villagers and Revolt by Kosi River', Akanksha Joshi's film 'Earth Witness: Reflections on the Times and the Timeless', Amar Kanwar's Public Service Announcements won two awards each.

In the international category 9 awards were presented. Three films from USA won awards. These were Chasing Water, Dog in the Manger (El Perro Del Hortelano) and SoLa: Louisiana Water Stories. Germany bagged two awards for Poppy's Promise: Secret Life in the Cornfield (Das Kornfeld: Dschungel für einen Sommer) and Amazon Alive: Hidden Secrets. One award each was won by New Zealand, Canada, Japan and France.

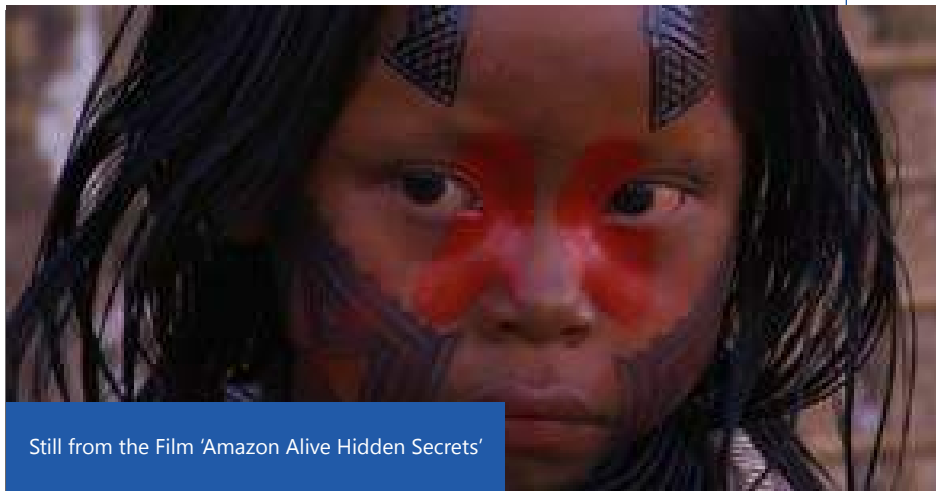
Table 12: List of Awards in Indian Category

S No	Award Category	Title	Director	State
1	Animation Award	Shelter	Raghu Gopalan	Kerala
2	2011 Festival Theme: IOCL Biodiversity Award	Rajaji - A Forest by the Ganges	Praveen Singh	Uttar Pradesh
3	SAIL Climate Change and Sustainable Technologies Award	Earth Witness: Reflections on the Times and the Timeless	Akanksha Joshi	Delhi
4	Delhi Chief Minister Environmental Conservation Award	A Pestering Journey	K R Manoj	Kerala
5	Birla Edutech Films for Children Award	Home - Our Garden of Eden	Suresh Elamon	Kerala
6	Livelihoods Award	Land of Widows	Aarti Shrivastava	Maharashtra
7	Livelihoods Award	Platform No. 5	C Vanaja Kumari	Andhra Pradesh
8	Newcomer Award	The Fall of Jataayu	Siddharth M P and Kyriakos Stylianopolous	Kerala

Festival Highlights



Still from the Film 'Life Force - Episode 3 Brazil's Cerrado'



Still from the Film 'Amazon Alive Hidden Secrets'

9	Public Service Announcements Award	Public Service Announcements on the Protection of the Commons - 7	Amar Kanwar	Delhi
10	ZEE News Series Award	The Pack - 5 Episodes	Senani Hegde	Karnataka
11	HPCL Water for All Award	The Miracle Water Village	Rintu Thomas, Sushmit Ghosh	Delhi
12	Jury Special Mention Award	Back to the Roots	Rishu Nigam	Delhi
13	Jury Special Mention Award	Public Service Announcements on the Protection of the Commons - 6	Amar Kanwar	Delhi
14	Technical Excellence Award for Best Cinematography	Earth Witness: Reflections on the Times and the Timeless	Akanksha Joshi	Delhi
15	Technical Excellence Award for Best Cinematography	My Home is Green	Sajan Sindhu	Kerala
16	Technical Excellence Award for Best Editing	Shelter	Raghu Gopalan	Kerala
17	Technical Excellence Award for Best Editing	The Fall of Jataayu	Siddharth M P and Kyriakos Stylianopolous	Kerala
18	Best Story Award	Kosi: Injustice with Millions of Villagers and Revolt by Kosi River	Vishaal Nityanand	Delhi
19	Essar Foundation Best of the Festival Award	Kosi: Injustice with Millions of Villagers and Revolt by Kosi River	Vishaal Nityanand	Delhi

Table 13: List of Awards in International Category

S No	Award Name	Title	Director	Country
1	Newcomer Award	The Unnatural History of the Kakapo	Scott Mouat	New Zealand
2	Series Award	Amazon Alive: Hidden Secrets	Christian Baumeister	Germany
3	Environmental Conservation Award	How to Boil a Frog - Make Friends/ Make Fun/ Make Trouble	Jon Cooksey	Canada
4	The Embassy of Netherlands Water for All Award	Chasing Water	Peter McBride	United States of America
5	GIZ Climate Change and Sustainable Technologies Award	The Wings of the Sun (Les Ailes Du Soleil)	Henri de Gerlache	France
6	Biodiversity Award	Poppy's Promise: Secret Life in the Cornfield (Das Kornfeld: Dschungel für einen Sommer)	Jan Haft	Germany
7	Jury Special Mention	Dog in the Manger (El Perro Del Hortelano)	Renzo Zanelli Baretto	United States of America
8	Jury Special Mention	Wildlife - Modern Day Eden: A Japanese Temple Garden	Chikara Ujiie	Japan
9	Union Bank of India Best of the Festival Award	SoLa: Louisiana Water Stories	Jon Bowermaster	United States of America

Table 14: Minute to Minute Programme

Time	Programme		Speaker/ Guest
06:30 pm	Welcome Address		Dr N Bhaskara Rao, Chairman, CMS
06:35 pm – 08:20 pm	Presentation of Awards	Award-winning Film	Presented by
06:35 pm – 06:40 pm	Technical Excellence Awards		Mr Basu Chatterjee, Veteran Film Director & Mr B M S Rathore, Joint Secretary, Ministry of Environment and Forests
	Best Cinematography	My Home is Green	
		Earth Witness: Reflections on the Times and the Timeless	
	Best Story	Kosi: Injustice with Millions of Villagers and Revolt by Kosi River	
06:40 pm – 06:45 pm	Best Editing	Shelter	Mr. Håvard Hugås, Counsellor, Climate Change and Energy, Royal Norwegian Embassy & Mr Chandi Prasad Bhatt, Eminent Environmentalist
		The Fall of Jataayu	
	Public Service Announcements (PSA) Award (Indian category)	Public Service Announcements on the Protection of the Commons - 6	
	Special Jury Mention Award (PSA) (Indian category)	Public Service Announcements on the Protection of the Commons - 6	
06:45 pm - 06:50 pm	Livelihoods Award (Indian category)	Platform No. 5.	Mr Prakash Jha, Eminent Filmmaker & Dr George Schaller, Vice President, Panthera and Senior Conservationist, Wildlife Conservation Society
		Land of Widows	
	Newcomer Award (Indian category)	The Fall of Jataayu	
	Newcomer Award (International category)	The Unnatural History of the Kakapo	
06:50 pm – 07:00 pm	Special Jury Mention Award (Newcomer) (International category)	Dog in the Manger	Mr Barun Das, CEO, Zee News
	Animation Award	Shelter	
06:50 pm – 07:00 pm	ZEE News Series Award (Indian category)	The Pack - 5 Episodes	Mr Barun Das, CEO, Zee News
	Series Award (International Category)	Amazon Alive: Hidden Secrets	

07:00 pm – 07:45 pm	SAIL Climate Change and Sustainable Technologies Award (Indian category)	Earth Witness: Reflections on the Times and the Timeless	Mr Ramakant Goswami , Hon'ble Minister of Industries, Labour and Law & Justice, Govt of NCT of Delhi & Mr Rakesh Kumar Singhal , GM – Corporate Affairs, SAIL
	GIZ Climate Change and Sustainable Technologies Award (International category)	The Wings of the Sun	Mr Ramakant Goswami , Hon'ble Minister of Industries, Labour and Law & Justice, Govt of NCT of Delhi & Dr. Dieter Mutz , Director, Advisory Services in Environmental Management (ASEM), GIZ
	Birla Edutech Films for Children Award	Home - Our Garden of Eden	Mr Ramakant Goswami , Hon'ble Minister of Industries, Labour and Law & Justice, Govt of NCT of Delhi & Mr N Srikrishna , CEO, Birla Edutech Ltd
	Delhi Chief Minister Environmental Conservation Award (Indian Category)	A Pestering Journey	Mr Ramakant Goswami , Hon'ble Minister of Industries, Labour and Law & Justice, Govt of NCT of Delhi & Dr N Bhaskara Rao , Chairman, CMS
	Environmental Conservation Award (International Category)	How to Boil a Frog - Make Friends/ Make Fun/ Make Trouble	
	HPCL Water for All Award (Indian category)	The Miracle Water Village	Mr D K Deshpande , Executive Director – HSE, HPCL
07:45 pm	Embassy of the Netherlands Water for All Award (International category)	Chasing Water	Ms P N Vasanti , Director, CMS

07:50 pm – 08:15 pm	IOCL Biodiversity Award (Indian category)	Rajaji - A Forest by the Ganges	Ms Ambika Soni , Hon'ble Minister of Information & Broadcasting, Govt of India & Mr S K Sarangi , ED- Renewable Energy, IOCL
	Special Jury Mention Award (Biodiversity Indian category)	Back to the Roots	Ms Ambika Soni , Hon'ble Minister of Information & Broadcasting, Govt of India, & Ms P N Vasanti , Director, CMS
	Biodiversity Award (International category)	Poppy's Promise: Secret Life in the Cornfield	
	Special Jury Mention Award (Biodiversity International)	Wildlife - Modern Day Eden: A Japanese Temple Garden	
	Union Bank of India Best of the Festival Award (International)	SoLa: Louisiana Water Stories	Ms Ambika Soni , Hon'ble Minister of Information & Broadcasting, Govt of India & Mr D S Tripathi , GM, North Zone, Union Bank of India
	Essar Best of the Festival Award (Indian)	Kosi: Injustice with Millions of Villagers and Revolt by Kosi River	Ms Ambika Soni , Hon'ble Minister of Information & Broadcasting, Govt of India Mr V Ramachandran , President, Corporate Affairs, Essar Group & Ms P N Vasanti , Director, CMS
08:15 pm	Chief Guest's Address		Ms Ambika Soni , Hon'ble Minister of Information & Broadcasting, Govt of India
08:30 pm	Gala Dinner		

5.7 Film Booth

► **December 6 – 10, 2011 | Convention Centre (Hall No 3)**

Six film booths were installed during the five-day CMS VATAVARAN film festival. The film booth were open to registered delegates and facilitated them in watching all the films entered in the 2011 film festival.

5.8 Exhibition and Organic Bazaar

► **December 6 – 10, 2011 | Convention Centre (Foyer)**

An interactive exhibition and organic bazaar was organised during the five-day film festival which showcased environment and wildlife photographs, eco-friendly products i.e. jute bags, earthenware, madhubani paintings, etc.

The organisations which had displayed their exhibits were:

- Birla EDUTECH
- Embrace Video
- Indian Centre for Plastic in the Environment (ICPE)
- Syncline Films Pvt Ltd
- World Wide Fund for Nature (WWF India)
- Hoolock Gibbon – Ecoclub newsletter
- Geography and You
- Kamrup Handicrafts
- Arena Animation
- Kriti Film Club
- Green Corner, Govt of NCT of Delhi
- Vriksha - A saga of tree by Filmmaker and artist S Shankar
- Madhubani paintings by a local artist





6 CMS VATAVARAN – Children’s Section



Ms Lima Rosalind, Conservation and Interpretation Professional and Senior Consultant, CMS Environment



Participants attending the Workshop

6.1 Programmes

6.1.1 Biodiversity Primer - A Workshop for Teachers

December 06, 2011 | 10:00 am - 04:00 pm | National Science Centre, New Delhi

a. Background

The biodiversity primer was a fun-filled workshop for teachers. It was aimed towards equipping the teachers with innovative ways of teaching to help students easily understand the importance of biodiversity conservation. In India environmental education has been made a compulsory subject till graduation level across all streams of education. Biodiversity study being an important part of environment science, there is a need to develop aptitude among teachers regarding the technical issues of the subject. Conveying complex issues on biodiversity in a simplified manner to students of secondary and higher secondary school requires training of educators, especially on the communication component. Realising the compelling need, the CMS Environment organised the workshop to impart knowledge and build skills of the teachers so that they do justice to the challenges.

b. Facilitator and Trainer

Ms Lima Rosalind, Conservation and Interpretation Professional and Senior Consultant, CMS Environment

Lima has more than 25 years of experience. Her main interest lies in the conservation of nature and spreading the cause of conservation through the medium of education to all sections of the society.

c. Participants

In all 25 teachers participated in the workshop. The participating schools were:

Table 15: Participants of Biodiversity Primer: Workshop for Teachers

Schools	No of Teachers
Ramjas School	2
North-East Network	2
Starex International School	1
D A V Public School	2
Arwachin International School	2
Poorna Prajna Public School	2
Sanskriti School	2
Little Flower Public Sr Sec School	2
Saai Memorial Girls School	2
Army Public School	2
Birla Vidya Niketan	2
Arvind Gupta D.A.V.Public School	2
The Heritage School	2
Total Participation	25



Ms P N Vasanti, Director, CMS



Dr Anil Kumar, Director, Department of Environment, Govt of NCT of Delhi

d. Programme Structure

- ▶ Registration
- ▶ Welcome Address: Ms P N Vasanti, Director CMS
- ▶ Chief Guest's Address: Dr Anil Kumar, Director, Govt of NCT of Delhi
- ▶ Workshop Brief: Ms Lima Rosalind, Conservation and Interpretation Professional and Senior Consultant, CMS Environment
- ▶ Icebreaker – Human Bingo
- ▶ Introduction to the aims and objectives of the workshop
- ▶ Understanding Biodiversity - Power Point presentation
- ▶ Activity: Global Invaders, National Perspective
- ▶ Activity: Protected Areas – Issues and Analysis
- ▶ Activity: Potatoes, Pesticides and Biodiversity
- ▶ What you can do – road mapping for the classroom
- ▶ Feedback and Closing

e. The Workshop

- ▶ **Welcome Address:** Ms P N Vasanti, Director, CMS

The workshop started with a welcome address by Ms P N Vasanti, Director, CMS.

Vasanti in her inaugural address explained the participants, why and what led to the inception of CMS VATAVARAN. She stated that CMS VATAVARAN is one of the top five film festivals of the world. Ms Vasanti shared that students are the future of our country thus awareness and love for the environment must be created among the students. She said there is an utmost need to educate the educators and therefore, the biodiversity primer has been designed.

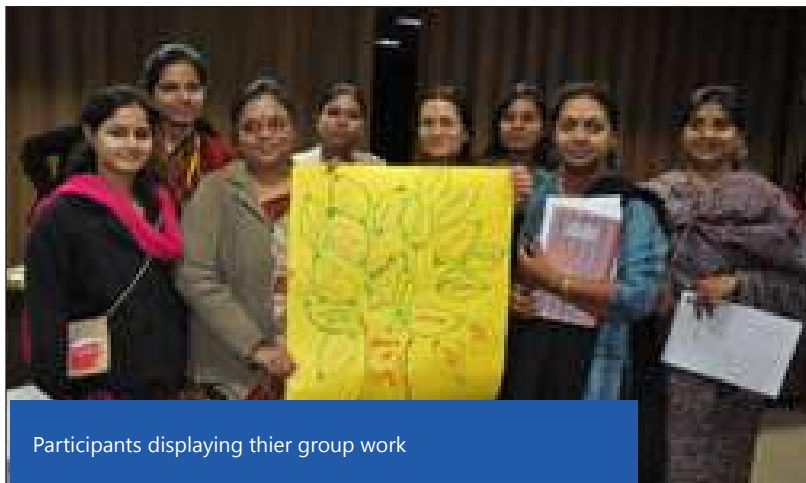
- ▶ **Chief Guest's Address:** Dr Anil Kumar, Director, Department of Environment, Govt of NCT of Delhi

Dr Anil Kumar continued the discussion by showing a short presentation about Delhi and the steps undertaken by Govt of NCT of Delhi to conserve and make the capital a green and clean city. He also shared with the audience the initiatives taken by the Govt of NCT of Delhi at school level to help in conservation of forests. He declared that the government was committed towards ecological preservation and it has directed the schools of the city to form Eco Clubs which has marked a beginning towards building a relation of the students with the environment and nature. The discussion concluded with question and answer session.

CMS VATAVARAN – Children's Section



Ms Lima Rosalind, Conservation and Interpretation Professional and Senior Consultant, CMS Environment



Participants displaying their group work

► Workshop Brief and Human Bingo:

Ms Lima Rosalind, Conservation and Interpretation Professional and Senior Consultant, CMS Environment

The next session began with the icebreaker game which is also popularly known as 'Human Bingo'. Lima stated that the main purpose of the icebreaker was to familiarise the participants with each other so that they can work together as a team. She also suggested the teachers to conduct similar games for students to make learning a fun based activity.

► Activity: Global Invaders, National Perspective

In this game Lima explained the concept of invader species, and described how a species which is not native to a region becomes invasive to that area. She cited the example of Water hyacinth (*Eichhornia crassipes*) a native species of South America that was introduced into India as a water flowering plant but soon became invasive and hampered biotic-abiotic balance of water ecosystem. The participants were divided into two groups and were asked to explain with the help of examples non-native species, how it became invasive to the area and were a threat to the nation. The teachers presented their group activity

in the form of a role play. The examples presented by teachers were '*Lantana Camara*', an ornamental hedge plant and '*Common Myna*', a bird species.

► Activity: Protected Areas – Issues and Analysis

In the activity Lima explained the concept of protected area, how they help in protection and conservation of cultural and natural assets and the habitats of different species. She explained the difference between various types of protected areas, viz. biosphere reserves, city forests, reserve forests, national forests etc. She further explained how different types of protected areas receive different level of protection based on the management objectives. The teachers were divided into two groups and each group had to give an example of protected area. Both the groups discussed the issues and challenges faced in protecting biodiversity in a protected area. At the end of the activity Lima suggested the teachers to involve their students in similar activities. She said that, the teachers can ask their students to take a recent newspaper or magazine article about a conflict in a protected area. By analysing the case studies and describing some of the challenges and conflicts, the students can learn the importance of biodiversity and protected areas.



Teachers participating in the Group Activity



Teachers participants at the Workshop

► **Activity: Potatoes, Pesticides and Biodiversity**

During this activity Lima explained the need for using pesticides, and further explained how a pesticide persists in the environment in different forms and creates harmful impact to the biodiversity as a whole. She quoted example of potatoes. The participants were involved in group discussions wherein they discussed the need to use pesticides, the cost implications of using pesticide and further suggested the steps that farmers should take to abate the harmful effects of pesticide. Lima suggested that teachers can involve their students in similar discussions through which they can develop the student's understanding on the implications of using the pesticides on biodiversity. She said the students should also do some research on pesticides and find out alternatives to using the pesticides.

► **What you can do – road mapping for the classroom**

The last activity of the workshop was a road mapping exercise for teacher. In this activity teachers charted out list of activities that they can perform with children at school level.

► **Feedback and conclusion**

The workshop concluded with the activity 'Know Your Trees' in which the teachers

used their creativity and showcased what all they have learnt from the workshop in the form of a partner tree. The teachers gave the presentation in groups with each group having three teachers. The presentations made by teachers were inspiring as well as creative.

The workshop gave the teachers a broad view about how they can implement similar activities in their school curriculum and enhance the students understanding on the biodiversity subject.

6.1.2 Comic-making Workshop

► **December 7 and 8, 2011 | National Science Centre, New Delhi**

a. Background

Comical stories and characters have always been close to a child's heart. At the same time they also impact children's creativity and imagination. In the recent times comic art has evolved as an interesting tool for communication and education. The two-day long comic-making workshop, conducted by an expert comic artist taught students basic skills and techniques for making comics. Using drawing as a tool, the workshop focused on creatively expressing environmental ideas and thoughts (story) through comic-making.



Mr Sharad Sharma, Cartoonist and Founder, World Comics Network



Students participating in the Workshop

b. Facilitator and Trainer

Mr Sharad Sharma, Cartoonist and Founder, World Comics Network

Sharad Sharma a cartoonist and founder of World Comics Network, promotes the use of Grassroots Comics for the social change globally. He has extensive experience from over 600 workshops organised with a wide variety of organisations in India and abroad.

c. Participants

This unique practicum was attended by 30 students from various schools of Delhi. The participating schools were:

Table 16: Participants of Comic-making Workshop

School	No of Students
The Pinnacle School	1
Literacy India	1
Bal Bharti Public School	4
Saai Memorial Girls School	2
Arwachin International School	2
Kendriya Vidyalaya	2
Ashok Memorial Public School	2
Little Flower Public Sr Sec School	2
North-East Network	10
Birla Vidya Niketan	2
Saraswati Vidyalaya	2
Total Participants	30

Programme Structure

Day I: December 7, 2011

- Welcome Address: Dr N Bhaskara Rao, Chairman, CMS
- Chief Guest's Address: Mr D Rama Sarma, Director, National Science Centre
- Address by Special Invitee: Mr Sajeev T K, Centre Manager, CEC-BNHS
- Introduction to grassroots comics
- Film screening
- Drawing exercises: facial expressions
- Discussions
- Identify issues/ themes
- Story telling
- Script writing and dialogue

Day II: December 8, 2011

- Drawing exercise
- Visual scripting
- Grammar of the comics
- Title
- Perspectives/ depth
- Final artwork
- Inking process
- Photocopy
- Exhibition



Dr N Bhaskara Rao, Chairman, CMS



Mr N Ramdas Iyer, Curator, National Science Centre

e. The Workshop

The workshop commenced with a welcome address by Dr N Bhaskara Rao, Chairman, CMS who greeted the guests and the participants.

The welcome address was followed by an introduction by comic-making expert Sharad Sharma on biodiversity and its threats, followed by a small presentation on the topic "An overview of the Biodiversity of India". *"The basic reason of threat to biodiversity is human itself and because of our own actions"*, said Sharad. An interactive session with special invitee Sajeev T K made the inaugural session interesting and awe-inspiring.

"People forget the nature, that how beautiful it is, in this busy world especially in urban areas. But in rural areas, every little thing is taken good care of. When you fall for it, you love it, and when you love it, you care for it", a pep up quote by Sajeev T K.

Sharad asked children basic questions about papers, forest, environment and drawings. He asked students to explain what they understood from the term 'comic-making'. One of the students answered that *"it's a visual media and picture is worth thousand words"*.

"Comic is not just about visuals or drawings or pictures, but it is about stories", said Sharad Sharma. He gave expert guidance to students by conducting few activities and showing presentations on the art of comic-making and explained step by step procedure.

The workshop not only created enthusiasm but also motivated the participants. Sharad spoke about various kinds of media and how to use it effectively to convey your message. The first day of the workshop concluded with a small presentation.

The second day of the workshop started with an evaluation of the previous day's assignments done by students. The evaluation process was followed by suggestions from Sharad Sharma on how to improve the sketches drawn by the participants. The young minds learnt how to focus, how to enhance the background information, the readability issue and how to spotlight a particular message.

Journalists from various news channels came to interview Sharad. *"Comics banane ke liye story ka hona zaruri hai, basic drawings se bhi powerful story banayi ja sakti hai"* (to make comics it is not necessary to have a story, basic drawing can also be used to deliver a



A Student displaying his work after the workshop



A student participant receiving the certificate by Mr Sharad Sharma, Cartoonist and Founder, World Comics Network

strong story) said Sharad Sharma. During the workshop he taught the participants how to convert ideas into drawings, script and then finally into visual script. He declared, *"people don't understand the value of environment, but through visuals we can make them understand that how important it is for their own health and for their family. Moreover, basic techniques can be learned, it is not that difficult, and if you know the story you can convey the message through simple drawing."*

Sharad Sharma also discussed various kinds of media and how to communicate the conservation message through them.

Manisha, who came from the organisation "NGO Literacy India", said that the workshop had done wonders to her confidence as she stated that it was a very good experience because she wanted to learn the basics of comic making due to her sheer interest in animation. Anusha, from Bal Bharti Public School said that she participated in this workshop as she wished to convey messages to all the people regarding all those small things which people ignore or don't see or don't care about. Another teacher who teaches geography in the same school said *"students who had attended this workshop earlier told me that how interesting it was and asked me to join this time, so I came*

here to attend, and I like the way Mr Sharad Sharma taught them, it was very beneficial for my students".

The workshop concluded with a small presentation and exhibition of comics at the venue.

f. Conclusion

The workshop proved to be an enriching experience for the students. The workshop taught the students the ideation process before putting thoughts into the form of sketches or drawings; story was as much essential in a comic series as it is in any creative medium; and use of animation for luring people to watch wildlife and environment films.

6.1.3 Filmmaking and Editing Workshop

a. Background

Designed for those who wish to dabble in the exciting world of conservation filmmaking, the two-day long filmmaking and editing workshop on the theme "Biodiversity Conservation" aimed to teach basics of environment and wildlife filmmaking to students of class IX – XII from different schools of India. The workshop provided best of all worlds i.e. focussed learning, hands-on-film shoot and an opportunity to

make a fully realised film.

The day one of the workshop aimed to teach students various aspects of filmmaking including script writing, direction, cinematography, lighting and editing. On day two, students implemented the filmmaking aspects learnt through this workshop by making a short film under the guidance of their mentor.

b. Facilitator and Trainer

Mr Gurmeet Sapal is a Delhi based award winning wildlife filmmaker who loves making films for children.

c. Participants

Twenty-two students of age group 13 to 17 years from various schools of Delhi and NCR region participated in the workshop.

Table 17: Participants of Filmmaking and Editing Workshop

Schools	No of Students
Saraswati Vidyalaya	2
Arwachin International School	2
North-East Network	2
The Srijan School	2
Literacy India	2
Ashok Memorial Public School	3
Ramjas School	2
Poorna Prajna Public School	1
Ramjas School	5
St. Antony School	1
Total Participants	22

d. Programme Structure

Day I: December 9, 2011

- Welcome Address: Dr N Bhaskara Rao, Chairman, CMS

- Address by Special Invitee: Mr Sajeev T K, Centre Manager, CEC-BNHS

- Address by Special Invitee: Sri Raja Gopal Prasanth, IFS, Deputy Conservator of Forest, Asola Wildlife Sanctuary

- Address by Chief Guest: Mr Niranjan Khatri, GM, Quality Welcomenviron Initiatives, ITC Hotels Ltd

- Introduction to wildlife and environment filmmaking: Mr Gurmeet Sapal, Eminent Environment and Wildlife Filmmaker

- Theory of filmmaking through slide show

- Reviewing of video clips and still pictures for better understanding

- Filming at the shoot location

Day II: December 10, 2011

- Introduction to editing and post production

- Basics of script writing and voice over

- Editing of the footage

- Review of the film made by participants

- Prize distribution

e. The Workshop

Day I: December 9, 2011

The workshop began with a quick round of introduction by the young participants and their perception on green filmmaking as a career. Introduction round was followed by an interactive session with Dr N Bhaskara Rao, Chairman, CMS; Mr Sajeev T K, Centre Manager, CEC-BNHS; Mr Niranjan Khatri, GM, Quality Welcomenviron Initiatives, ITC Hotels Ltd; Mr R. Prasanth, DFO of Asola Wildlife Sanctuary and Mr Gurmeet Sapal, eminent Environment and Wildlife Filmmaker. Prasanth stated that he was glad to see the number of children who had come to observe nature from close quarters and also to film it. The other guests too shared their view on the critical issues of environment and wildlife conservation



Mr Niranjan Khatri, GM, Quality Welcomenvi-ron Initiatives, ITC Hotels Ltd



Mr Rajgopal Prashant, DFO, Asola Wildlife Sanctuary



Mr Gurmeet Sapal, Eminent Filmmaker

and importance of green filmmaking. The students also shared their knowledge about environment and photography.

The workshop proceeded with Gurmeet explaining the filmmaking steps to the students i.e. pre-production, production and post production.

According to Gurmeet, the pre-production comprised of extensive research about the wildlife to be shot, its habitat, behaviour, lifestyle, etc. He said that it is important to have sufficient funding, equipments and insurance before shooting the film. According to him production is all about going out and shooting in the fields and braving all sorts of conditions. Post production included editing, final layout and marketing of the final product.

Gurmeet showed to the participants a few sophisticated cameras and demonstrated the technical way of handling a high definition camera. In the process he also taught them various techniques of making effective footage, including the appropriate usage of telephoto and wide angle.

This was followed by a practical session wherein the students were asked to click pictures and prepare small video footage of the Asola Wildlife Sanctuary. The session

was made enthralling by Mr Ahmed, a Scientist from BNHS, who took the students on a guided tour of the Asola Wildlife Sanctuary. He explained the students various interesting facts about the sanctuary i.e. co-existence of various species existing in the sanctuary and their importance.

After the exhaustive session in the field, the participants were divided into small groups. Each group selected a topic of their choice and made a short film on the given topic which was to be edited on the second day of the workshop.

The first day of the workshop was designed to educate the students about the pre-production and production stage.

Day II: December 10, 2011

The second day of the workshop focussed on basics of editing. Gurmeet explained to the participants camera techniques like 'tilt up' and 'tilt down', Pan left to right and right to left. He explained how film editors work and what is the software available for editing. Gurmeet also shared his personal experiences and the difficulties he confronted while producing his first film. The students shared with Gurmeet and the other participants the video footages and photographs taken by them on the



Students learning the basics of filmmaking techniques



A student receiving the certificate by Mr Gurmeet Sapal



Students learning the basics of editing

first day of the workshop. Footages shot by the students were collected and edited to make a short film sequence. All the edited films were screened and Gurmeet appreciated the work of the students, and motivated them to do more of such work in future.

f. Conclusion

The workshop taught the students the entire process of filmmaking beginning from pre-production to post-production. The other points to remember in the workshop were how to publicise the films before they are released to the viewers and the camera techniques to be used while making films on nature and wildlife. The participants expressed their satisfaction and felt it was an enriching experience. The workshop motivated the students to opt for wildlife filmmaking as a serious career in the future.

6.1.4 Creative Expression Competition and Exhibition

► December 06 – 10, 2011 | 10:00 am – 04:00 pm | National Science Centre, New Delhi

a. Background

As part of the CMS VATAVARAN festival, an inter-school "Creative Expression –

Competition and Exhibition" was organised on the 'Biodiversity' theme. The competition provided a platform for school students to showcase their creative skills. The artefacts made out of waste material were prepared by eco-club children of the schools and were nicely woven around the theme.

The motive behind organising this competition was to make children aware about the importance of biodiversity and also to make them realise that things that they consider to be waste can be recycled and re-utilised.

Fifty schools were shortlisted from Delhi and NCR and were invited to participate in the competition. Schools were asked to submit concepts on biodiversity theme. The concepts received by the schools covered wide range of topics i.e. from forest biodiversity to aquatic biodiversity from interlinking between different species to importance of species in biodiversity conservation, etc. Eight schools were shortlisted on the basis of the concept note and were invited for an orientation meeting at National Science Centre, Delhi to give them a better idea of the space where they have to put-up exhibitions. The schools beautifully decorated the venue with the artefacts made out of waste material.

The exhibits were put on display at National Science Centre from December 6-10, 2011.

b. Details of artefacts exhibited by schools

► **Arwachin International School**, Dilshad Garden, New Delhi

The title of the exhibition put-up by Arwachin International School was **"Beauty under Water"**, in which the school depicted diversity of life in an ocean. The school children made various aquatic animals and showed their interrelationship. The material that were used to prepare the exhibits were waste papers, used bottles, papier-mâché, pistachio shells, toffee wrappers, old bangles, used soft drink bottles. The main attraction of the exhibition was a beautiful mermaid made out of the waste material.

► **Ashok Memorial Public School**, Sector-34, Faridabad

The exhibit of the Ashok Memorial Public School was titled **"A Ray of Hope"**. The impact of harmful anthropogenic activities on the environment was depicted through the artefact made out of waste material. It showed how lack of awareness about conservation and protection is leading to serious environmental problems such as global warming. They also showed the consequence of global warming viz. melting of polar ice, extinction of various species, spread of various diseases, etc. With their artefacts the school children depicted that in the present scenario the only 'Ray of Hope' for protecting our future is to plant trees, as trees help in absorbing the harmful gases.

► **Chinmaya Vidyalaya**, Vasant Vihar, New Delhi

The exhibit titled **"Biodiversity Park"** tried to reflect the current situation of the biodiversity in India. Impact of

modernisation and commercialization of land has resulted in reduced forest cover. In the present scenario it has become a necessity to develop biodiversity parks to preserve plant and animal species. The exhibit depicted a biodiversity park, a dense forest with hills and manmade concrete structures in the background.

► **D A V Public School**, Shahdara, New Delhi

"Nature Nurtures Life" was the title of the exhibition put-up by the children of the D A V Public School. The artefact depicted "Mother Nature" in form of a tree. Nature being the prime driver of life on earth comprises of all forms of life, cellular and non-cellular. The functioning of nature was beautifully portrayed in form of a tree. Models of animals and insects such as tiger, squirrel, monkey, butterfly, honeybee made out of waste material added to the theme of the exhibition.

► **Deepalaya School**, Kalkaji Extension, New Delhi

The students of Deepalaya School, had put-up an exhibition on endangered species of India titled **"Save Endangered Species of India"**. In their exhibition the students showcased models of endangered species in their habitat i.e. Black buck, Crocodile, Indian wild ass, Indian rhino, Lion tailed macaque, Blue sheep, Asiatic elephant, wild Asiatic buffalo, Hornbill and wild pig. Waste papers were used to prepare the models.

► **Mother Teresa Public School**, Preet Vihar, New Delhi

Mother Teresa Public School had put-up an exhibition titled **"Unity in Diversity – Interdependence amongst Living Things"**. The main objective of the exhibition was to generate awareness on the importance of various life forms in an ecosystem and



Exhibit of Poorna Prajna Public School, Vasant Kunj, New Delhi



Exhibit of Mother Teresa Public School, Preet Vihar, New Delhi

hence the necessity to protect them by displaying the interdependence between the living things for e.g. dependence for food, pollination, seed dispersal, exchange of gases, etc. It also aimed at sensitising the masses towards saving the environment by reusing and recycling of waste. The entire artefact were made out of waste materials produced in daily life such as old cloth, old news paper, disposable cups, tetra packs, plastic bottles, used CDs, jute, old bulbs, shells of dry fruits, balls etc.

► **Poorna Prajna Public School**, Vasant Kunj, New Delhi

“If Not Now than Never” was the title of the exhibition put-up by Poorna Prajna Public School. Children made artifacts out of waste newspaper, used plastic bottles and other waste materials generated in the school premises. The exhibition was divided into three parts. First part showed the pristine environment with no human interference; second part showed the present environment and the third part showed the future environmental condition where degraded environmental condition was showed because of over exploitation of natural resources. With their exhibition the students tried to generate awareness about importance of environment conservation.

► **The Pinnacle School**, Panchsheel Enclave, New Delhi

“Conservation of Biodiversity is an Environmental Objective” was the title of exhibition put-up by The Pinnacle School. With their exhibition the students demonstrated extinct dolphin species. The aquatic biodiversity and their interlinkages were described with the help of various artefacts made out of material like papier-mâché, shells, sand and sawdust.

c. Visitors

The visitors and general public coming to National Science Centre visited the creative expression exhibitions and appreciated the work done by the participant schools.

d. Judging and Prize Distribution

The exhibitions were judged by a jury comprising of four members from diverse backgrounds and three best exhibitions were awarded in a prize distribution function organised on December 09, 2011. Shri D Rama Sarma, Director, National Science Centre gave the trophy to the winning school. First prize was bagged by Mother Teresa Public School, the second and third prize were given to Poorna Prajna Public School and Arwachin International School respectively.



Students attending the Green Cinema at National Science Centre



Students participating in the interactive session with the filmmaker

6.1.4 Green Cinema

a. Background

The Children's section of the 6th CMS VATAVARAN showcased selected national and international films for children at the National Science Center, New Delhi from December 6-10, 2011. Many of these films have won accolades and awards in several international film festivals and were screened for the first time in India. For children it was an eventful journey exploring the diverse geographical realms of our planet, through the lens of some of the finest environment and wildlife filmmakers of our time. Participants also got an opportunity to capture the essence of wildlife filmmaking in the interactive sessions that followed the film screenings. Around 4800 school children from several schools of Delhi participated in the screenings.

b. The Screenings

► **December 6, 2011 | 09:30 am – 3:30 pm | National Science Centre (Auditorium)**

The screenings session titled "Green Cinema" started with the non-verbal animation film 'My Home is Green' directed by award winning director Sajan Sindhu. The film told the poignant tale of two tiny creatures, an ant and a caterpillar. The lonely ant, who had lost his entire tribe in

a pesticide mishap, one day, meets a baby caterpillar. A relationship develops between them and through this relationship the filmmaker tries to convey the message that even two extreme characters can share the bond of love and togetherness.

Sajan dedicated the films to those children who had lost their lives in the endosulfan mishap of Kasargod district in Kerala.

The film got an excellent response from the audience. Ross Lynn, a school teacher who had watched the film along with the students of her school said, *"it was a great film for children with a good moral. Through animation, it becomes easy for children to grasp the situation. It is important for children to know the essence of nature and environment and the film contained everything the children need to know."* Nili Pernaik, a student from Mata Gujri Public school said that the movie was fun to watch. *"I liked the concept of love and care."* she confessed.

The next film 'The Crimsonwing: Mystery of the Flamingos' directed by Mathew Aeberhard and Leander Ward took the young minds into a flight of imagination. The film was a miraculous story of love, courage and survival. In the dramatic and

desolate Lake Natron in northern Tanzania, we witness a spectacle unlike anything seen before: a million crimson-winged flamingos arrive to continue the circle of life. Through the stunning visuals it depicts the journey of life and struggle of the mysterious flamingo.

According to the Aeberhard (reported by The Observer), *"the film was developed to draw attention to Lake Natron. It is the most important flamingo lake in the world and this mine proposal would be disastrous. We have an end card telling the audience that what they have just seen is now threatened."*

Jyoti Goel, teacher, Mata Gujri Public School said: *"The film was beautifully presented and was good to watch because it wasn't confusing for the children as the film had an English narration unlike the earlier film. Overall, it was a good educational concept which students should know."*

From the blue waters of the Natron Lake in Tanzania, Raghunath K Shri Ramwar took the viewers into the wild. His film 'the Last Tiger' portrayed the pathetic state of tigers in our country making a connection to how the humans are today responsible for the extinction of many species of the natural world. The film also gave the message that there is a need to preserve the tiger, so that future generations would be able to see them through their eyes rather than recognising tigers in just photographs.

Young siblings Harisinar Seehra and Tejas Singh Seehra who had come to watch the movie with their mother said: *"we liked the movie very much. We understood that it is important to save our environment and tigers too."* Another student Priyansh Gupta got the gist of the film as he acknowledged, *"we should not hunt tigers anymore."*

The fourth film was the Mark Waters directed

'Mr. Popper's Penguins' starring Hollywood superstar Jim Carrey as Mr Popper, in a family comedy about a driven businessman who is clueless when it comes to the important things in life - until he inherits six penguins. While Popper's penguins turn his swanky New York apartment into a snowy winter wonderland - and the rest of his life upside - down - they teach him valuable lessons about families, human or otherwise.

From the ultra modern exotic locales of New York the audience was taken to the beautiful natural surroundings of the god's own country Kerala by the next film "The Bird Catcher" (Chithra Kuzhal) directed by Majeed Gulistan. The film tries to teach us the essence of the environment for our own survival and gives the message of transformation i.e. we should convert ourselves into concerned human beings with healthier values.

During the interaction with the audience the director stated, *"through the film I wanted to build an understanding between the nature and children. I sought to develop love between the children and the nature, so that the kids take effective measures towards its protection."*

The last film of the day was 'Kabaad Se Jugaad (Jugaad by Junk)' directed by Aakash Vankhede. The movie gave the idea how to recycle the kabaad (junk) into a usable resource. It highlighted how, with a little innovation and creativity, things of beauty can be created out of scrap and waste. The day ended with a small discussion with Aakash. He informed that this 28 minute film was a highly low budget film as it had cost just ₹1000 to make. Aakash declared that the four R concepts of Reduce, Refuse, Re-use and Recycle were the major features in the film.

► **December 7, 2011 | 09:30 am – 3:30pm | National Science Centre (Auditorium)**

The second day started with the screening of film 'Vikalpa', a short film on effective waste management. But the audience seemed to be aware of the subject much in advance. The director of the film Mr Ujjwal Uttkarsh shared his experiences with the audience. When he was asked why his target audience for the film were 6 to 10 year old children, he replied, *"if children at this early age will be made aware about the subject then it will register in their mind for life and they will make it a part of their entire life because it's the habit we need to inculcate in them"*.

Emotions ran high in the hearts of the students and the auditorium echoed with applause and whistles when Dereck Joubert's 'The Last Lion' came on the screen. The film narrates the tale of a determined lioness ready to try anything and risk everything, to keep her family alive in the wetlands of Botswana's Okavango Delta.

Through the film the director tries to capture the epic journey of the lioness named Ma di Tau (Mothers of Lions) as she battles to protect her cubs from a daunting onslaught of enemies.

Next in line was Amar Kanwar's non-verbal film 'Public Service Announcements on the protection of the Commons'. This short film was a part of a series of seven public service announcements to understand common property resources and the importance of protecting them. The emphasis was on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial assets. Milking of common property only for profits will result in the destruction of our traditions, culture, and our livelihoods, all so intrinsically linked to natural resources.

Yash Goyal, a student from Mother Teresa School, Preet Vihar said: *"The film was nice*

and I learnt about an important issue in a fun way."

'The Jungle Gang: Meets the Elephant' directed by Krishnendu Bose was the third episode of the series 'The Jungle Gang'. The perspective of the film was to expose children to the diverse wild flora and fauna of India and encourage them to actively participate in wildlife conservation.

The film has three animated wild animal characters - Bar Headed Geese, Slender Loris and a Black Buck - three animals, which bring the flavour of three different habitats of India. As three friends, they travel together across India, to know more about the Great Indian Elephant, its habitat, threats and conservations efforts, which have saved it from extinction.

In the queue next was 'GM Crops – Solution to Food Security' directed by Raabiya Marici. The film traced the downward spiral that the farmers who opted for these new genetically modified crops have had to experience. Diksha Gupta, a student of Sai Memorial School claimed that she liked the film very much and claimed that science should not kill nature, but rather it should help in preserving it.

'Light of the River' directed by Tetsuo Hirakawa was a story of a young black rat, Tarta, his baby brother, Chichi, and their dad, together on a long journey in search of a safe place to live. Their home on a riverbank and their peaceful world had suddenly been destroyed by a construction project. On the way, they were chased by mean sewer rats and had to run for their lives. Every time they were in trouble or danger, charming animals helped them out. The film was a moving tale that depicted the splendour of untouched nature, family bonds, and the warmth of heart, which are

things we humans have left behind and forgotten.

Next film 'Save Water Save Life' was a 38 seconds public service advertisement and it described the importance of water in our life. With live visuals, graphics, animation and music, it highlighted how saving water is equivalent to saving life on Earth.

The day ended with the movie "Serengeti", an endless sea of grass, thorny bush land, and life-giving rivers. In this untamed wilderness, the epic drama of millions of animals unfolds. This production showed the Serengeti, thanks to the use of brand new HD technology, with a fresh eye. HD high-speed cameras, with up to 2000 frames per seconds, revealed the fascinating hunting strategies of predators. The film showed animal behaviour from a new perspective. For instance, big cats ambush the herds on the open plains, but have to fight for the survival of their helpless young themselves.

► **December 8, 2011 | 09:30 am – 3:30pm | National Science Centre (Auditorium)**

Day 3 began with a non-verbal short film 'Woody Tale' which was an account of a woodcutter who goes to the forest to cut trees but has to run for his life when the entire jungle comes alive and tries to catch him. He realises his mistake and the importance of trees in the maintenance of nature's cycle and perpetuation of natural resources. Through the narrative, the film focuses on deforestation, which has been indulged in by humans since thousands of years causing damage to forests and other aspects of nature. It has increased over the years causing ecological as well as several other global environmental problems.

Akshay from Bal Bharti School, Pitampura said: "Plants help us in many ways but what we do for them? Nothing but cut them.

Result will be that we will get back the same in the shape of natural disasters."

The movie 'Crocs of Katuma' had crocodiles and Hippos in plentiful and as soon as the film started it had found its admirers in the audience. Kids enjoyed each and every moment of the film, especially the fighting sequences between the hippos.

Rajiv from Arwachin International School revealed, *"the movie showed that animals do have feelings. They care for each other. Though the film had some violent and disturbing scenes of animals fighting with each other however they were doing all that for their living. On the other hand we, humans, who are considered to be the God's greatest creation also fight and even kill each other not for our living but for our own selfishness."* A very deep thought indeed!

The subsequent film 'Chail' by Sidharth Saxena had a poetic charm in it as Drishti and Mehak from Arwachin International School really liked the way the movie was scripted with the help of poems.

The film 'Out of the Rock comes life' by Lou Xiaoyun received maximum appreciation from the audience. The film beautifully captured the experience of a pair of panda babies, following an earthquake, indicating the relationship between feeders and panda babies as it unravels how pandas go back to nature.

Mahika and Deepti from Bal Bharti Public School said: *"Pandas were very sweet. We learnt a lot about a Panda's life and its habitat from this movie."* Aditya and his friends from Poorna Prajna Public School added that *"we should not hurt animals and their natural habitat"*.

Next in line was 'Shelter' and it delivered its message loud and clear i.e. if the trees are

there on earth, the human habitat is there, once the trees are destroyed, the human life is in danger of losing itself. And to protect mankind from extinction, humans have to come to terms with their greed and desire to achieve more and more materialistic comfort. The short film portrays this harsh reality commandingly well as the man who seeks shelter under a tree to save him from a heavy downpour keeps on expanding the trunk of the tree for more space leading to the collapse of the tree.

The 'Zookeeper' directed by Frank Coraci has a zookeeper Griffin Keyes (Kevin James) as its protagonist who feels more comfortable with a lion than a lady. On realising this, Griffin decides the only way to get the girl of his dreams is to leave the zoo and find a more glamorous job to win her over. The animals, in a panic, decide to break their time-honoured code of silence and reveal their biggest secret: they can talk! To keep Griffin from leaving, they decide to teach him the rules of courtship - animal style! What follows is a hilarious fun ride where the romantically challenged zookeeper gets the most unusual lessons on love from the most unexpected of tutors.

'Searching Water' was a short film which aimed to inform people to use their water resources more responsibly. The film gave the message "save water now for a sustainable future".

The next film was 'The Jungle Gang: Meets the Rhino'. The film was the first episode of the series "The Jungle Gang". The story weaves through the life cycle of the rhinos, through the seasons in Kaziranga and shows the habitat, threats and conservation efforts done for protecting the great Indian rhinoceros from being extinct.

The film 'Life: Reptiles and Amphibians'

featuring the voice of popular naturalist David Attenborough was full of thrilling sequences showing differentiation between reptiles and amphibians. The film was the definitive exploration of the diversity of life on earth, full of stories that reveal the most spectacular and fascinating behaviour driven by the endless struggle to survive.

The day ended with the film 'The Riddle Solvers: The Shark Riddle'. The film excelled in explaining about the different species of sharks in a package full of entertainment. In this visual treat, children found peaceful, shark-infested dreams with the shark lullaby and as they stared into the gaping mouth of the enormous whale shark for an unexpected opera.

▶ **December 9, 2011 | 09:30 am – 3:30pm | National Science Centre (Auditorium)**

The first film of the day was 'Roads' by director Shankar S. This animated film gave impetus to the fear of a world without trees. It was a story of a little boy, a small toy truck and a garden known as the "Patch of Heaven". The boy casually destroys the forests for a moment of fun and just to seek pleasure in the same manner as we human beings are deforesting the land but rather knowingly on the pretext of development.

'The Jungle Gang Meets the Bear' was the fourth episode of the series 'The Jungle Gang'. The story had been weaved around the life cycle of a sloth bear found in India.

The 'Bee Movie' was a comedy film that tries to change everything the children know about bees. The film took the viewers into the ups and downs of a bee named "Barry", who in the end proved that even a little bee can spell big changes in the world.

The next film 'What Goes Around Comes

'Back Around' was a 3D short film depicting how our unthinking actions have led to disastrous consequences. The focus of the film was environmental pollution.

The film 'Home - Our Garden of Eden' revealed the wonders of nature which exist in the backyard of our homes. The film told the story of a father who was a wildlife enthusiast and his two children. Inspired by the several jungle stories they had heard from their father, the kids pester their father to take them to a sanctuary. He agrees but only on the condition that they would first look out for the natural world in their garden and backyard. They readily agreed and in the process learnt that one of the unusual garden spiders they saw in their backyard happens to be an entirely new species of the Comb-footed spider. This showed them the way that their backyard was indeed a veritable Garden of Eden.

'Polar Bears – Living in the Thin Ice' was a documentary by filmmaker Thomas Behrend and it mapped the struggle of a polar bear and her three cubs, as they battle against the forces of climate change in the Arctic. It captured the beauty of the Arctic as well as the unique behaviour of its inhabitants. For the stunning visuals Behrend and his team followed two polar bear families over one year, capturing rare pictures of a mother and her triplets.

Director Krishnendu Bose is popular for his unique experiments in the world of documentary making. His experimentation of bringing in animated characters in the famous Jungle Gang series was appreciated by filmmakers and the fans alike. The movie 'PVR Nest Cine' was one such project coming out from the wily director's mind. The film was made by children of Delhi who were chosen to participate in the ECO-CINEART

programme, a competition to make short films.

The next film 'Bunty's Tree' was a touching and warm story of the bond that existed between a little boy, and a tree. The film highlighted the importance of trees in our lives.

Director Ishani K Gupta's film 'Climate Change Module' was a short animated film, designed especially to appeal to children and empower them on the phenomenon of climate change. The film explained, in simple terms, what climate change was all about, and what we can do to save the planet. The film targets young children between the age group 6 to 8 years. It underscores the message that to make a difference to our world, the youth must be informed and educated.

► **December 10, 2011 | 09:30 am – 3:30pm | National Science Centre (Auditorium)**

The last day of the festival began with the screening of the film 'Switch Today'. Directed by Arjun Rihan, the 59 seconds film was a public service announcement about the environmental impact of toilet paper. The film informed the viewers that 400,000 trees could be saved if each American home replaces a roll of virgin fibre toilet paper with a roll made of recycled paper, just once.

Shruti Rai's film 'Water Please' was a short animated film focusing on the growing scarcity of water in our cities, through the story of a caterpillar. The film urges the viewers to save water as there is enough water for our need but not for our greed.

'The Jungle Gang: Meets the Tiger' was the second episode of the series 'The Jungle Gang'. The film has three animated wild animal characters - Bar Headed Geese,



Still from the Film 'Switch Today'



Still from the Film 'Crumple'

Slender Loris and a Black Buck - three animals, which bring the flavour of three different habitats of India. As three friends, they travel together across India, to know more about our national animal – the now nearly endangered Tiger, its habitat, threats and conservations efforts, which have saved it from extinction.

Dipti, a student of GSB International School said *"I haven't seen a wildlife movie before, it so great to watch the wild animals living their life, with their own struggles, it was a nice experience."*

The ensuing film was 'Life: Challenges of Life' from the famous life series from BBC Natural History. The film showcased how the challenges of life introduce the extraordinary things animals and plants must do in order to survive and reproduce. The film had it all, the youngsters sprinted with the cheetahs as they banded together to tackle ostriches; watched dolphins form perfect rings of silt to trap fish, and swam with a seal as it struggled to escape attacking killer whales amongst the ice of Antarctica.

Riti, a student from one of the participating schools said *"We shouldn't harm these*

wild animals or disturb their lives. These animals have the same right to live as we humans do."

'On the Fish Streams of the Gulf of Bothnia' directed by Eero Murtomäki, Juhani Koivusaari and Ari Valkola captured the changing nature of the brooks and the wildlife they support - local sea eagles and the gulls and goosanders, a crane-couple, foxes and raccoon dogs also come to the brooks.

The next film 'Crumple' was a short animated movie, which tried to raise public awareness on saving paper and in turn, saving our planet Earth. The film sought to change the attitudes of people who misuse paper. The film was dedicated to 'Mother Earth' and urged us not to destroy her for our selfish needs and gave the message, "Let's save Earth and save ourselves".

A teacher from GSB International School Madana Kumari praised the efforts of CMS for organising such a wonderful event as she said: *"It's good to have such festivals to educate and aware children about the lives of the animals in the forests. Children understand the concerns better when they see them visually."* Another teacher echoed the same sentiments and said, *"my students enjoyed coming here and liked the film*



Students Participants at the Convention Centre



Students Attending Green Cinema Screenings at National Science Centre

"Serengeti" the most. It showed how the theory of the survival of the fittest works in the jungles and how climate change has had an effect on the wildlife."

6.2 Beneficiaries

The children edition of CMS VATAVARAN was attended in large numbers by school

children and teachers from various schools of Delhi and NCR. A group of students from North-East Network, Nagaland participated in all the programmes of the children section.

6.2.1 Overall Participation

Table 18: List of Participants of CMS VATAVARAN - Children Section

Programme	Time Slot	6 Dec	7 Dec	8 Dec	9 Dec	10 Dec
Film Screening	09:30 am - 11:30 am	394	380	344	320	310
	11:30 am - 01:30 pm	350	385	272	329	265
	01:30 pm - 03:30 pm	300	370	225	248	302
Biodiversity Primer: Workshop for Teachers	10:00 am - 04:00 pm	25	X	X	X	X
Comic-making Workshop	10:00 am - 04:00 pm	X	29	29	X	X
Filmmaking & Editing Workshop	10:00 am - 04:00 pm	X	X	X	22	22
Total Participation	4917	1069	1164	870	919	895

6.2.2 Institutions Presence

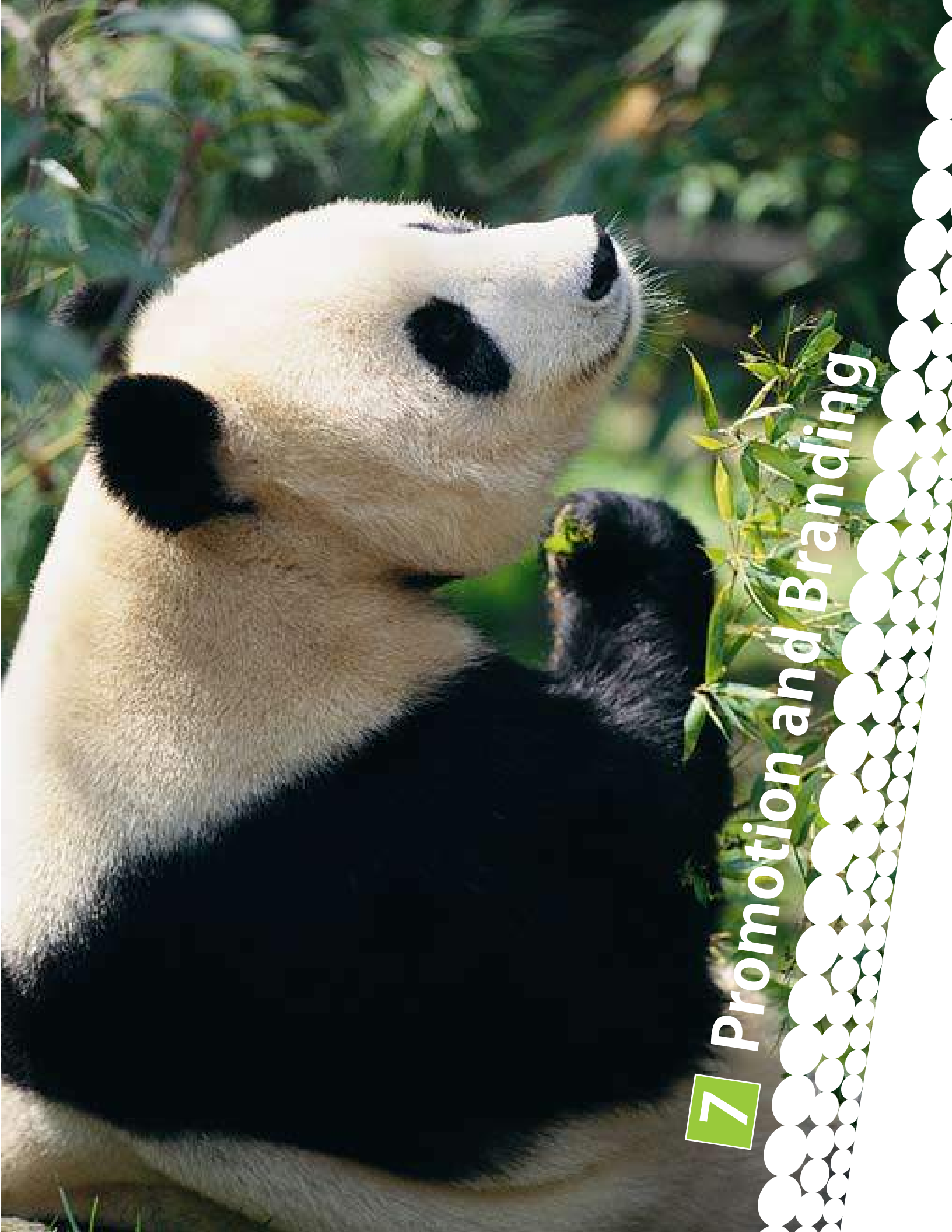
a. Schools

- ▶ Ahlcon Public School, Mayur Vihar Ph-1, New Delhi
- ▶ Akshay Pratishthan, Vasant Kunj, New Delhi
- ▶ Army Public School, Shankar Vihar, New Delhi
- ▶ Arvind Gupta D.A.V.Public School, Model Town, New Delhi
- ▶ Arwachin International School, Dilshad Garden, New Delhi
- ▶ Ashok Memorial Public School, Sec-34, Faridabad
- ▶ Bal Bharti School, Pritampura, New Delhi
- ▶ Birla Vidya Niketan, Pushp Vihar, New Delhi
- ▶ D A V Public School, East of Loni Road, New Delhi
- ▶ DCM Girls Sr Sec School, Kishan Ganj, New Delhi
- ▶ Deepalaya School, Okhla, New Delhi
- ▶ Dr R P S Vidhayala, Rashtrapati Bhawan, New Delhi
- ▶ Govt Co-ed Sec School, Shahdara, New Delhi
- ▶ Guru Hari Krishan Public School, Nanak Piao, New Delhi
- ▶ Guru Harkrishan Public School, Hargobind Enclave, New Delhi
- ▶ Heritage School, Vasant Kunj, New Delhi
- ▶ K R Mangalam World School, G.K.II, New Delhi
- ▶ Kendriya Vidyalaya, Gole Market, New Delhi
- ▶ Kendriya Vidyalaya, NTPC Colony, Badarpur, New Delhi
- ▶ Kendriya Vidyalaya, Push Vihar, New Delhi
- ▶ Lilawati Vidhya Mandir, Shakti Nagar, New Delhi
- ▶ Little Flower Public Sr Sec School, Shahdara, New Delhi
- ▶ Malviya Public School, Malviya Nagar, New Delhi

- ▶ Mata Gujri Public School, Greater Kailash - 1, New Delhi
- ▶ Mother Teresa Public School, Preet Vihar, New Delhi
- ▶ New Horizon School, Mathura Road, New Delhi
- ▶ North-East Network, Nagaland
- ▶ Panchsheel Golden Public School, Shahdra, New Delhi
- ▶ Poorna Prajna Public School, Vasant Kunj, New Delhi
- ▶ Raisina Bengali School, C.R.Park, New Delhi
- ▶ Ramjas School, Anand Parbat, New Delhi
- ▶ Ramjas School, Pusa Road, New Delhi
- ▶ RS Kendriya Vidyalaya -1, Shahdra, New Delhi
- ▶ Saai Memorial Girls School, Geeta Colony, New Delhi
- ▶ Sanskriti School, Chanakyapuri, New Delhi
- ▶ Saraswati Vidyalaya, New Delhi
- ▶ Sarvodaya Kanya Vidyalaya, Okhla, New Delhi
- ▶ SKV, Basai Darapur, New Delhi
- ▶ St. Antony School, New Delhi
- ▶ St Jones School, Mehrauli, New Delhi
- ▶ St. George's School, Alaknanda, New Delhi
- ▶ St. Mary's School, Safdarjung Enclave, New Delhi
- ▶ Starex International School, Vasundhara Enclave, New Delhi
- ▶ The Pinnacle School, New Delhi
- ▶ The Srijan School, North Model Town, New Delhi
- ▶ Veer Savarkar SKV No. 1, Kalkaji, New Delhi

b. Civil Societies

- ▶ Aroh Foundation
- ▶ Literacy India
- ▶ Nav Jyoti Foundation
- ▶ Prayas Institute of Juvenile
- ▶ Udayan Care



7 Promotion and Branding



Children from Various NGOs Participating in the Festival



Student participants at the National Science Centre

7.1 Promotion and Branding Tools

CMS VATAVARAN values its relationship with its partners and believes that co-branding with its partners is critical to the success of our collective efforts: it serves to strengthen our communications, our community outreach and the success of our respective efforts.

The following collaterals were used for festival promotion in various phases which also provided branding to its partners as a reciprocal commitment of CMS VATAVARAN to co-brand with us.

7.1.1 Phase I: Call for Entries and Sponsorship

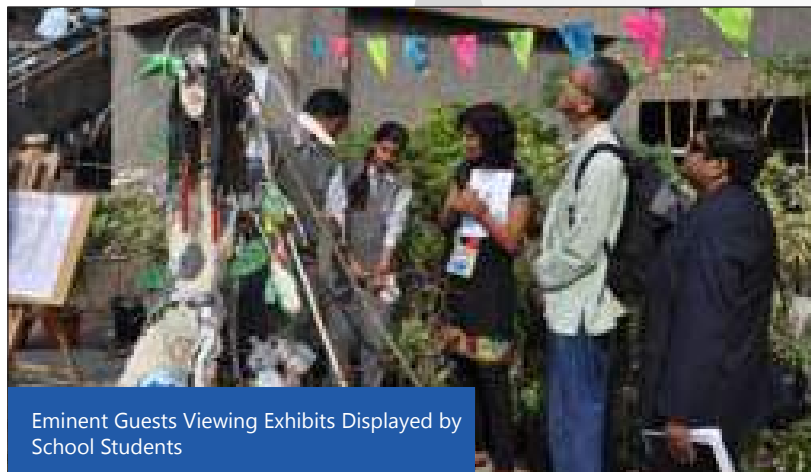
The first phase began from March 1, 2010 and ended on July 31, 2011. During this phase, 'call for entry' promotion tools were advertisements, banners, brochures, web banners, entry forms and guidelines, leaflets, posters, website, standee banners, etc. Logos of CMS VATAVARAN and its partners were displayed on each promotional tool to provide branding.

Table 19: Phase I - Promotion and Branding Tools

Promotional and Branding Tools	Annexure No
Newspaper Advertisement	Annexure 2
Banners with eyelets	Annexure 3
Brochures	Annexure 4
• Festival Brochure	Annexure 4.1
• Sponsorship Brochure	Annexure 4.2
• Brochure (Children Section)	Annexure 4.3
• Brochure (Children Section - Sponsorship Brochure)	Annexure 4.4
Countdown Web banners	Annexure 5
Digital Mailers	Annexure 6
• Deadline – March 31, 2011	Annexure 6.1
• Deadline – May 31, 2011	Annexure 6.2
• Deadline – July 31, 2011	Annexure 6.3
Entry Form and Guidelines	Annexure 7
• Entry Form	Annexure 7.1
• Guidelines	Annexure 7.2
Leaflet for Wildscreen Film Festival	Annexure 8
Poster	Annexure 9
• Poster Call for Entry (January 2011)	Annexure 9.1
• Poster Call for Entry (March 2011)	Annexure 9.2
SMS Alerts	-
Standee Banners	Annexure 10
Web Ads and Banner for Withoutabox	Annexure 11
• Web Ads for Withoutabox	Annexure 11.1
• Web Banner for Withoutabox	Annexure 11.2
Website	Annexure 12



Students in the Exhibition Area



Eminent Guests Viewing Exhibits Displayed by School Students

7.1.2 Phase II: Selection Process

During the selection process, branding was given to CMS VATAVARAN film festival and its principal partner and venue partners i.e. Zorba – The Buddha, ITC Hotels and Silver Fern Hotel through banners, badges and onscreen.

Table 20: Phase II - Promotion and Branding Tools

Promotional and Branding Tools	Annexure No
Nomination Jury	
Banner with eyelets	Annexure 13
Digital Mailers	Annexure 14
Standee banners	Annexure 15
Badges	Annexure 16
Award Jury (Indian category)	
Banner with eyelets	Annexure 17
Standee banners	Annexure 18
Badges	Annexure 19
Award Jury (International category)	
Standee Banners	Annexure 20
On Screen Branding	Annexure 21

7.1.3 Phase III – Pre festival Promotion

The pre-festival promotion campaign started from August till December 5, 2011. Promotion and branding during this phase was done through various branding tools as mentioned in Table 21.

Table 21: Phase III - Promotion and Branding Tools

Promotional and Branding Tools	Annexure No
Digital Mailers	Annexure 22
• 1 st Asian Filmmakers Summit	Annexure 22.1
• Delegate Registration	Annexure 22.2
Invitation	Annexure 23
• Invitation Envelops	Annexure 23.1
• Inaugural Ceremony Invitation Cards	Annexure 23.2
• Award Nite Invitation Cards	Annexure 23.3
• UKIERI Invitation Cards	Annexure 23.4
• Programme Highlights	Annexure 23.5
Newspaper Advertisements	Annexure 24
• Newspaper Advertisements (Participant Registration)	Annexure 24.1
• Newspaper Advertisements (On the Spot Registration)	Annexure 24.2
• Newspaper Advertisements	Annexure 24.3
Delegate Registration	Annexure 25
• Online Delegate Registration Form	Annexure 25.1
• Delegate Registration Form	Annexure 25.2

• School Delegate Registration Form	Annexure 25.3
• Students Delegate Registration Form	Annexure 25.4
• Teachers Delegate Registration Form	Annexure 25.5
Out of Home Screens	Annexure 26
Personalised Emails, Phone Calls and SMS	-
Poster	Annexure 27
• Poster Main Festival	Annexure 27.1
• Poster Children Section	Annexure 27.2
Film Passes	Annexure 28
Screening Schedules	Annexure 29
• Screening Schedule for Convention Centre	Annexure 29.1
• Screening Schedule for Children Section	Annexure 29.2
Social Media – Twitter, Facebook, LinkedIn	Annexure 30
Television Promos	Annexure 31
• Television Promos (Doordarshan)	Annexure 31.1
• Television Promos (Zee News)	Annexure 31.2
Website	Annexure 32
Programme Booklet	Annexure 33
Citations and Certificates	Annexure 34
• Citation for Awardees	Annexure 34.1
• Citation for Nominees	Annexure 34.2
• Participation Certificates for 2011 Film Entrants	Annexure 34.3
• Certificate of Appreciation - Volunteers and Interns	Annexure 34.4
• Citation for CMS VATAVARAN Prithvi Ratna Award	Annexure 34.5
• Citation for CMS-PANOS Young Environmental Journalist Awards (Print & Electronic Media)	Annexure 34.6
• Certificate of Participation - Children Section	Annexure 34.7

• Certificate of Appreciation for Schools – Children Section	Annexure 34.8
• Certificate of Participation - Teachers Section	Annexure 34.9

7.1.4 Phase IV – On-site Publicity

Table 22: Phase IV Promotion and Branding Tools

Promotional and Branding Tools	Annexure No
Signage	Annexure 35
Signature Film	Annexure 36
Delegate Kit	Annexure 37
• Diary	Annexure 37.1
• Pen	Annexure 37.2
• Delegate Bag	Annexure 37.3
Trophy	Annexure 38
Festival Directory	Annexure 39

7.2 Promotion Strategies

7.2.1 Call For entries

► Advertisement in Major Newspaper Dailies

Advertisement for inviting entries from filmmakers, organisations, students, etc was released in partnership with National Science Centre in prominent newspaper dailies. Two black and white advertisements of size 15 x 12 cm and 20 x 12 cm were printed. The print advertisement resulted in reaching out to filmmakers present in different parts of the country and it also further resulted in their overwhelming participation.

Table 23: Details of Advertisement in Major Regional Dailies

S No	Publications	Edition/s	Size		Release Date
			W (cm)	H (cm)	
1	Deccan Chronicle	Hyderabad, Andhra Pradesh	12	15	July 18, 2011
2	Assam Tribune	Guwahati, Assam	12	15	
3	Times of India Delhi	Delhi	12	15	
4	Deccan Herald	Bangalore, Karnataka	12	15	
5	Vijay Karnataka	Bangalore, Karnataka	12	15	
6	The Hindu	Chennai, Tamil Nadu	12	15	
7	The Hindu	Coimbatore, Tamil Nadu	12	15	
8	Telegraph	All Editions, West Bengal	12.1	15	
9	Mathrubhumi	Thiruvananthapuram, Kerala	12	15	
10	Mathrubhumi	Kochi, Kerala	12	15	
11	Times of India	Mumbai, Maharashtra	12	15	
12	Sakal	Pune, Maharashtra	12	15	

► Promotion through MIFF and IFFI

Promotion for 'call for entry' was done at MIFF and IFFI festivals held in Mumbai and Goa respectively. CMS VATAVARAN stalls and banners were displayed during these festivals. Networking was done by CMS officials with their festival delegates i.e. filmmakers, producers, etc present at these festivals. This facilitated in providing wider publicity to the festival and resulted in greater number of film entries.

► Call for Entry Promotion during the 2010 Travelling Festivals

CMS VATAVARAN Travelling Film Festivals were held at eight cities in 2010 i.e. Ahmedabad, Bhubaneswar, Hyderabad, Port Blair, Patna, Shimla, Shillong and Trivandrum. Promotion for 2011 call for entries began from these travelling cities during the recce trips and as well as during the festival dates. During these visits, filmmakers, schools, colleges, professional institutes, government

organisations, civil societies, etc were identified and approached to disseminate the call for entry information which led to participation from these cities as well.

► Personal interactions

For inviting entries, visits were made by CMS officials to prominent professional and media institutes, colleges to invite the students and faculty to participate in the 2011 competition. Festival material i.e. brochures, posters were disseminated and displayed at strategic areas in these institutes to provide visibility to the festival. The faculty and students were briefed on how to participate in the 2011 competition.

► Countdown Web Banners on Online Portals

To remind the target entrants to submit their entries; interesting web banners displaying number of days left to submit entries were designed and posted on festival and partner websites, emails, etc.

► Digital Mailers Dissemination

Two digital mailers containing call for entry information and approaching deadlines were prepared and disseminated through mass mailers among filmmakers, civil societies, institutes, organisations, television channels, individuals, etc.

► Entry Forms and Guidelines Dissemination

For inviting entries, entry forms and guidelines were designed and printed. Guidelines contained the criteria for submission of entries. The printed copies of entry forms and guidelines were couriered to filmmakers, civil societies, media institutes, organisations, television channels, etc. PDF files of the forms and guidelines were also made and downloadable files were posted on festival website and as well as sent through emails.

► Promotion at Wildscreen Film Festival, UK

A visit was made by CMS VATAVARAN Festival Director to international film festival "Wildscreen" held in October 2010 at Bristol, UK. 'Call for Entry' promotion was done by distributing CMS VATAVARAN leaflet among the Wildscreen delegates. The leaflet which was specially developed for this purpose contained information on festival date, award categories, submission criteria and guidelines on how to submit entries.

► Display of Posters

Posters containing 'call for entry' information were distributed among filmmakers, festival posters & contact and mass communication institutes etc. These posters were also displayed at prominent locations across Delhi such as cultural centres, libraries, etc to attract the target participants.

► SMS Alerts

SMS alerts were sent to target participants i.e. filmmakers, media institutes, civil societies, film societies, etc to remind them about the approaching deadlines for participating in the 2011 competition.

► Web Ads on Online Portals

Web Ads containing information about the festival's 'call for entry' was designed and displayed on Withoutabox website and other online portals. This helped in dissemination of 'call for entry' information to international filmmakers.

7.2.3 Delegate Registration

a. Target Audience

The programmes this year were designed for various kinds of audience i.e. filmmakers, environmentalists, children, general public, etc. To register audience for each programme, a target list of invitees list was compiled and mobilisation plan was developed accordingly.

Table 24: Target Audience for Programmes at Convention Centre, New Delhi

Programme	Target Audience
Inaugural and Award Ceremony	Senior officials from embassies, civil societies, Government bodies, PSUs, environmentalists, filmmakers, researchers, academicians, nature lovers, etc.
Asian Filmmakers Summit	Registered delegates - commissioners, broadcasters, film distributors, filmmakers
Indian and International Film Screenings	Open to all i.e. filmmakers, college students, faculty and officials from government bodies, PSUs, civil societies, private organisations, corporate, retired officials, defence and paramilitary forces, media, etc.
Open Forums	
Best of Natural History and Conservation Cinema	
Film Booth	Registered delegates

Table 25: Target Audience for Programmes at National Science Centre, New Delhi

Programme	Target Audience
Green Cinema	School students from Class VI - XII and underprivileged children
Biodiversity Primer: Workshop for Teachers	25 school teachers from environmental science or related subjects
Comic-Making Workshop	30 school students from Class IX – XII
Filmmaking and Editing Workshop	20 school students from Class IX – XII
Creative Expression Competition and Exhibition	10 schools - Art teachers and students

b. Timelines with Major Milestones

► **Venue: Convention Centre, New Delhi**

Table 26: Timeline for inviting delegates except Asian Filmmakers

Tasks	Deadlines
Updation of databases	Nov 04-05
Personalised emails to all filmmakers	Nov 12-14
SMS 1 st Round	Nov 15
SMS 2 nd Round	Nov 21
Final Reminder	Nov 26

Table 27: Timeline for promotion among Asian Filmmakers

Tasks	Deadlines
First communication (email invitation)	Sep 5-8
Compilation and updation of database	Sep 1 st week onwards
Email/ digital mailers	Oct 5, 14, 19, 21, 25, 27 Nov 7, 10, 14
Information through fax	Oct 10, 20 Nov 8
Personalised phone calls	Mid Oct onwards

► **Venue: National Science Centre, New Delhi**

Table 28: Timeline for promotion among schools

Tasks	Deadlines
Updation of database	Oct 17 – 19
First communication	Oct 25 - Oct 31
Follow-up over phone	Nov 01 onwards
Personal visits	Nov 01 onwards

c. Strategies for Delegate Registration**i. Strategies for audience mobilisation for programmes at Convention Centre, New Delhi**

► **Audience Mobilisation Plan for Film Screenings**

For registering audience for film screenings, a well-organized mobilisation plan was developed and implemented. The target audience as per this plan was filmmakers, festival partners, nomination and jury members, steering committee members, corporate sector, industries, development sector, government bodies, media, educators, college students and youth and special groups i.e. defence officials and their families, brahmakumaris, members of art of living, landmark forum, etc. For each day screening target participant numbers were identified according to venues/ programme's seating capacity and

efforts were made to register the participants accordingly. CMS officials and interns visited these target groups zone-wise. Mobilisation kits containing invite letters, registration forms, poster, screening schedule, screening passes and festival brochure were disseminated to these target groups during the visits. Timelines were set for forming correct database, for sending communication, follow-ups, visits and registrations.

► Strategies for Asian Filmmakers Summit Registration

The main objective of organising this summit was to create a market place for filmmakers, commissioners, distributors, etc. To organise the summit, a database was created comprising of Indian and International organisations and individuals. To register Indian commissioners for the summit, a database of Principal Chief Conservator of Forests, Biodiversity Boards, Tourism Departments and prominent film commissioning agencies and funding organisations was formed such as Films Division, National Film Development Corporation (NFDC), World Bank, UNDP, Ford Foundation, Public Service Broadcasting Trust (PSBT), Project Tiger, Project Elephant, Chilika Lake Development Authority; prominent channels such as NDTV, Vigyan Prasar, Doordarshan, Discovery, NGC, etc. Database of Asian Filmmakers was developed for inviting them as delegates for participating in the summit. International

organisations such as WWF, UNDP, etc were also approached to forward the festival information among their network of environment and wildlife filmmakers.

► Digital Mailers

Programme-specific digital mailers were designed and emailed among filmmakers, international film festivals, embassies, civil societies, Government departments, media, etc for inviting them to register for various programmes i.e. film screenings, Asian Filmmakers Summit, etc.

► Promotion through Festival Invites

For inviting participants, invitation cards were also designed and printed for specific occasions i.e. inaugural ceremony, dinners and award ceremony. On each card, two people could attend the programme. Invitations were sent to CMS VATAVARAN 2011 film entrants, senior officials from embassies, civil societies, Government bodies, PSUs, UN and bilateral organisations environmentalists, filmmakers, researchers, nature lovers, etc.

► Newspaper Advertisements

Three black and white advertisements were designed and released in prominent newspaper dailies with the support of Govt of NCT of Delhi. The advertisement carried message from Delhi Chief Minister inviting general public to participate in the 6th CMS VATAVARAN from December 6 – 10, 2011.

Table 29: List of CMS VATAVARAN Advertisements released by Govt of NCT of Delhi

S No	Publications	Edition/s	Size W (cm)	Size H (cm)	Release Date
1	The Hindu	New Delhi	15	12	1 Dec 2011
2	The Hindustan Times	New Delhi	15	12	1 Dec 2011
3	Indian Express	New Delhi	15	12	1 Dec 2011
4	The Hindu	New Delhi	20	12	4 Dec 2011
5	The Hindustan Times	New Delhi	20	12	4 Dec 2011
6	Indian Express	New Delhi	20	12	4 Dec 2011
7	Dainik Jagran	New Delhi	15	20	9 Dec 2011
8	Punjab Kesari	New Delhi	15	20	9 Dec 2011
9	The Hindustan Times	New Delhi	15	20	9 Dec 2011

► Online Delegate Registration Form

The delegate registration forms were made online this year and displayed on the festival website. Both Indian and international delegates could participate as a delegate by registering for entire five day or for specific days as per their choice. Online delegate registration forms further helped in reducing the festival's carbon footprint.

► Promotion through Out of Home Screens

CMS VATAVARAN promos were aired on 'Out of Home Screens' through live media and sticky media network across various locations in Delhi and NCR region.

Table 30: Outreach through Out of Home Screens

S No	Network	Time Period	No of Outlets	No of Screens
1	Live Media Network	Nov 28 - Dec 4, 2011	986	2013
2	Sticky Media Network	Dec 1 – 7, 2011	133	285

Live Media Network provided publicity through its 'Out of Home Screens' placed around restaurants, cafe and clubs; business hotels, offices, BPO, educational institutes, premium salons and gymnasiums, hospitals, clinics and diagnostic centres and stores like safal, chaupal fresh, mobile stores etc.

Sticky Media Network was a ready reckoner which provided publicity in locations having office and residential buildings; modern retail - malls, stores and service centres and executive buses.

CMS VATAVARAN promos were run after every half an hour on these screens, which provided wider publicity to the festival.

Personalised Emails, Phone Calls and SMS

Personalised emails, phone calls and sms were sent to CMS VATAVARAN film entrants from its previous editions, 2011 nominees, environment and wildlife organisations, Asian filmmakers, jury and steering committee members, etc. This was done to ensure that delegate registration information reached the target participants within the registration deadline and the right kind of people could participate in each programme.

► Posters

Posters carrying delegate registration information were designed, printed and displayed at prominent locations in Delhi. The same were also distributed among target filmmakers, environment and wildlife organisations, partner organisations and among friends of CMS VATAVARAN across the country to mobilise audience.

► Film Passes

Entry to the film screenings was free for all. Film Passes were available for participating in the Indian and international film screenings, open forums and best of natural history and conservation cinema. On each pass only one person could be admitted. This was done to create a demand for registration for film screenings and to further ensure greater participation. The passes were distributed among colleges; universities; media and film schools like 'IIMC', 'Amity Institute of Communication'; Social and religious groups like 'Art of Living'; Defence and paramilitary forces like Indian Navy, Indian Air Force, ITBP, etc. Passes could also be collected from film festival directorate office and as well as at the festival's registration counter.

► Registration through SMS

Registration was also done through SMS service. For registration, mobile subscribers

of all operators sent their SMS to the number 575758 by typing the following text:

Example

if a person's name was Neetu and her email id is neetu@gmail.com and if she wanted to register for 1st show of 7th December in the Auditorium for 5 people, then she was required to type:

CMS 1 Neetu neetu@gmail.com 5

and send it to **575758**

On receiving the SMS, the festival directorate sent an email confirming the applicant's registration and asking for her/his address. Film screening passes were then sent via courier to that applicant.

► Screening Schedules

For promotion of film screenings around 23000 film screening schedule were printed. Film screening schedules were couriered to filmmakers, college students, faculties, officials from government bodies, PSUs, civil societies, private organisations, corporate, retired officials, advertisement agencies, defence and paramilitary forces, media, etc. Around 8000 schedules were distributed during trade fair at Pragati Maidan.

► Signage

The use of signage this year for promotion and branding was minimised as compared to previous editions of CMS VATAVARAN. The 2011 signage were bright and colourful and put up at strategic locations inside and outside the venue to attract the attention of passer-by's and festival delegates. The innovative signage were digital backdrops, Standee banners containing names of 2011 nominees and CMS VATAVARAN Prithvi Ratna award winners; award-nite backdrops for holding trophies and citations, media interaction panel, etc.

► Café Coffee Day Promotion

Promotion for inviting participation for the festival was done at ten Café Coffee Day

outlets in New Delhi one month before the festival. Screening schedules were distributed in the following locations having CCD outlets:

- AWWA
- GK-2
- L-12, CP
- Malviya Nagar
- Delhi Cantt
- Gargi College
- Green Park
- Hotel Chorus
- Rajiv Chowk
- GK M Block

► Promotion among Social Media Sites

All the Information pertaining to delegate registration was posted on most favoured social networking sites such as Facebook, LinkedIn and Twitter. These social media sites are visited regularly by youngsters and elders alike to connect to each other. To generate interest among the target participant's postings were done by festival's media team on these websites. This resulted in enquiries from various places for participating in the festival.

► **Television Promos**

Promos of 20 second duration were developed by CMS and aired on ZEE News Channel fifteen days prior to the festival. The promotion helped in generating interest among target audience and resulted in maximum participation. News channel was preferred as it is viewed daily by a majority of people. Through promos, information about the festival could be disseminated to masses. The promos were telecast during prime time to attract the attention of target audience.

► **Website**

The CMS VATAVARAN website was updated from time to time. The delegate registration information was posted in the quick links and also displayed through web banners which were further linked to the detailed information on registration process and online delegate registration form.

ii. Strategies for audience mobilisation at National Science Centre, New Delhi

► **Mobilisation plan for Schools**

- a. School address database were prepared and addresses of various schools across Delhi were sourced from National Science Centre and Delhi Govt. NGC – Ecoclub programme. Nearly 1000 schools were targeted for the festival.
- b. Zone-wise Schools targeted
 - New Delhi
 - Central Delhi
 - East Delhi
 - South Delhi
 - West Delhi
- c. NGC-Ecoclub schools, Kendriya Vidyalayas, public and private sector schools, etc were approached through invite letters and emails (along

with registration forms, brochure and poster) by festival partners i.e. Department of Environment, Govt of NCT of Delhi and National Science Centre respectively.

- d. Registration forms were available on the website www.cmsVATAVARAN.org
- e. Poster and standee banner was also put-up near the ticket counter at National Science Centre. CMS deployed an official at the National Science Centre for the promotion of the children section.
- f. Registered Participants were required to send the duly filled form by November 10, 2011 to CMS.
- g. Follow-ups was done through phone calls and personal visits to target schools.

► **Mobilisation plan for organisations/ NGOs working with children**

- a. Letters and emails: organisations/ NGOs working with children were also approached by CMS through letters, posters, brochures and registration forms.
- b. Follow-ups were done through phone calls and personal visits.

► **Mobilisation plan for Independent teachers/ educators and individual students**

- a. Information regarding the children section of CMS VATAVARAN Environment and Wildlife Film Festival and Forum were displayed on festival website and also released through newspaper advertisements.
- b. Interested teachers/ educators and students could download the registration forms through website

and also collected the forms through the ticket counter of National Science Centre.

► Backup Plans

- To compensate for last minute drop outs, the festival directorate did an extra 30% registration for each of the programme

► Programme-wise Mobilisation Plan

Five different types of programmes were planned for the children section of the CMS

VATAVARAN. To mobilise the participants for various programmes, the following plan was devised:

a. Film screenings

The auditorium at National Science Centre had a 320 seating capacity. The target audience for film screenings were students from classes VI – XII, teachers, parents. To register audience for entire five day festival, 4800 participants were targeted. For each slot, 100 students per school were to be registered and total 45 schools were to be registered.

Table 31: Target Participants per Slot

No of Participants						
Slot/Date	6 Dec	7 Dec	8 Dec	9 Dec	10 Dec	Slot Total
S1 (09:30 am – 11:30 am)	320	320	320	320	320	1600
S2 (11:30 am – 01:30 pm)	320	320	320	320	320	1600
S3 (01:30 pm – 03:30 pm)	320	320	320	320	320	1600
Date Total	960	960	960	960	960	4800

Table 32: Target Schools per Slot

No of Schools						
Slot/Date	6 Dec	7 Dec	8 Dec	9 Dec	10 Dec	Slot Total
S1 (09:30 am – 11:30 am)	3	3	3	3	3	15
S2 (11:30 am – 01:30 pm)	3	3	3	3	3	15
S3 (01:30 pm – 03:30 pm)	3	3	3	3	3	15
Total No of Schools	9	9	9	9	9	45

b. Biodiversity Primer: Workshop for Teachers

The biodiversity primer for teachers was held at the Conference Hall at National Science Centre, New Delhi. Total 25 teachers from environment science or related subjects were to be registered. Only two teachers per school could register for this workshop. To register the participants letters were

sent to environment science teachers and follow-up were done through phone calls and sms

Table 33: Target Participants for Biodiversity Primer for Teachers

Slot/Date	6 Dec	Slot Total
S1 (10:00 am – 04:00 pm)	25 teachers	25



Students participating in the Filmmaking Workshop

c. Comic-making workshop

The comic-making workshop was also held at the Conference Hall at National Science Centre, New Delhi. The target participants were 30 students from class IX-XII pertaining to different schools across the country. From each school only two students could participate.

Table 34: Target Participants of Comic-making Workshop

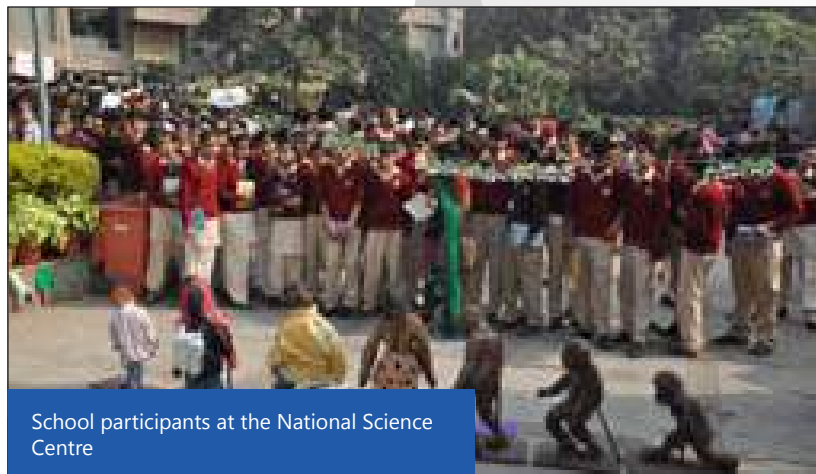
Slot/Date	7 Dec	8 Dec	Slot Total
S1 (10:00 am – 04:00 pm)	30		30

d. Filmmaking and Editing workshop

The filmmaking and editing workshop was held at Asola Wildlife Sanctuary, New Delhi. The target participants for this workshop were 20 school students from class IX-XII. In this workshop only two students per school could participate.

Table 35: Target Participants of Filmmaking and Editing Workshop

Slot/Date	9 Dec	10 Dec	Slot Total
S1 (10:00 am – 04:00 pm)	20		20



School participants at the National Science Centre

e. Creative Expressions Competition and Exhibition

This competition and exhibition was held at the exhibition space at National Science Centre, New Delhi. Total 10 schools were required to participate in the competition and exhibition. The target participants comprised of an Art and Environment teacher and students. One entry per school was invited for this competition and exhibition. To invite schools, letters were sent to lead schools to participate in the competition. Follow-up were done through phone calls and sms.

Table 36: Key Dates for Creative Expressions Competition and Exhibition

Tasks	Deadline
Deadline for registration and submission of ideas / concepts	Nov 10, 2011
Intimation to the selected schools	Nov 16, 2011
Setting up exhibits at National Science Centre, New Delhi	Dec 05, 2011
Exhibition at the venue	Dec 06-10, 2011
Award Ceremony	Dec 10, 2011





8 Media at the Festival



Press Meet at Convention Centre



Mr. Ashish Chandola, Prithvi Ratna Awardee Addressing Media

8.1 Media Coverage Strategies

The CMS VATAVARAN Environment & Wildlife Film Festival and Forum had a dedicated team working on media promotion. The variety of issues reflected through programmes and films were captured by national and regional print, electronic and social media. At the heart of the publicity campaign this time round was the regional media. States like Kerala, Maharashtra, Odisha, etc were predominantly targeted because the number of films competing for awards from these states was comparatively high.

The directors of the films were engaged extensively in the promotional drive. The contact details of local media were made available to the filmmakers so that they could personally contact the journalists. This worked really well as a lot of exclusive stories with comments from filmmakers appeared in state specific newspapers because the scribes had the opportunities to meet the filmmakers in person.

Thirteen senior correspondents from across the country were invited to cover the 6th CMS VATAVARAN in Delhi. The journalists who attended this biennial

event were:

- ▶ Nirmal Mangar (Sikkim Express, Gangtok)
- ▶ Bappaditya Chatterjee (Business Economics, Kolkata)
- ▶ Yogesh Mishra (Central Chronicle, Raipur)
- ▶ CVLN Prasad (Andhra Jyothi, Hyderabad)
- ▶ Abhijit Ghorpade (Loksatta, Pune)
- ▶ K S Ashik (JAYA TV, Thiruvananthapuram)
- ▶ N Jayakumar (Jaya TV, Thiruvananthapuram)
- ▶ B T Anilkumar (Amrita TV, Thiruvananthapuram)
- ▶ Rajesh P N (Amrita TV, Thiruvananthapuram)
- ▶ Yuvraj Patil (Freelancer, Pune)
- ▶ Soma Basu (The Statesman, Kolkata)
- ▶ Manu C Kumar (Manorama News, Mumbai)

The distribution of state specific press releases and press kits were the major components of the publicity blitz. The media persons from the states of Uttar Pradesh, Tamil Nadu, Odisha, Madhya Pradesh, Karnataka, Delhi, West Bengal, Punjab, Maharashtra, Kerala, Haryana and Andhra Pradesh were provided all the information regarding the festival focussing on directors and films from their respective states.

In all, a total of 8 interns were hired by

CMS to assist in the smooth functioning of the Media Centre at both the venues – Convention Centre and National Science Centre. The interns facilitated journalists in interviewing speakers and guests in addition to providing small write ups for the press releases which were released to the media during the five-day visual *extravaganza*.

8.2 Media Promotion Tools

8.2.1 Press Kits

A comprehensive press kit was prepared for disseminating to the print and electronic media. The press kit had detailed information on the call for entry, nominations, programmes, awards, etc. The kit was distributed to media personally by CMS media officials and was also posted on the website in downloadable formats. The press kits comprised of:

► Press Releases (Annexure 40)

Beginning from the call for entries phase in March and right up to the end of the festival in December, the press releases were an integral element of the promotional campaign. The first press release was sent to the media on 14 March 2011 containing details about the call for entries. This release included the information about the theme of the 2011 festival, the categories, partners and the total prize money on offer. The subsequent press releases updated journalists on each and every aspect of the festival. Nominations, jury, festival highlights, total number of films to be screened, Asian Filmmakers Summit, etc featured in the press releases.

Table 37: List of CMS VATAVARAN Press Releases between March 2011 and December 2011

Date	Title
Mar 14, 2011	Entries invited for India's premier environment and wildlife film festival CMS VATAVARAN 2011
Sep 15, 2011	24 films on environment and wildlife from Delhi/ NCR nominated for 6th CMS VATAVARAN 2011 environment and wildlife film festival
Dec 01, 2011	New Delhi to host biggest green film festival from Dec 6 to 14 films, 15 countries, 56 speakers, 400 delegates
Dec 05, 2011	Environment film festival from tomorrow
Dec 06, 2011	Environment fiesta kick starts today
Dec 07, 2011	DAY 2 CMS VATAVARAN Film Festival
Dec 08, 2011	DAY 3 CMS VATAVARAN Film Festival
Dec 09, 2011	Delhi bags 8 Awards in CMS VATAVARAN environment and wildlife film festival
Dec 10, 2011	Environment and wildlife film festival concludes today

► Film Clippings

Short clippings from nominated films in the Indian and international categories were compiled and given to media in DVCAM tapes for broadcasting on their television channels.

Film Stills

Still photographs from the nominated films were compiled in CD format and provided to correspondents from both newspapers and magazines for printing their stories.



Media Centre



Correspondent from Zee News interacting with the participants of Comic Making Workshop

► Entries Detail

After the completion of the 'call for entries' phase, detail of entries received (both Indian and international) in the 2011 edition was made available to the media. It included total number of entries, category-wise entries, state-wise entries and country-wise entries.

► Nominated Film Details

The supporting material announcing nominations with statistics was also released to the scribes. For every nominated film, an online press kit was uploaded with details like films and categories, stills of the film and the director, details of the cast and crew of the film and contact details. This facilitated the media in interviewing the nominated filmmakers.

► Nomination Jury Details

During the time of announcement of nomination result, the details of the composition of the nomination jury, film's evaluation criteria and guidelines and the nomination jury panel report was provided to the media to facilitate the journalists in writing news stories.

Final Jury Details

When the final jury took place, the composition and profile of final jury

members, selection criteria, number of awards etc was shared through the jury details provided in the press kit.

► Award Winning Film Details

After the announcement of awards during a gala award nite on 09 December 2011, the list of award-winning films along with the text of the citation given by the jury members were provided to the media to facilitate them in writing news stories.

► Festival Backgrounder

Details related to the festival i.e. its history, journey from 2002 to 2011, travelling festivals, partnership opportunities, award categories, background about organisers, 2011 highlights, etc were also provided to the media.

8.2.2 Media Centre

A full-fledged media centre with state-of-the-art technology and infrastructure was created right at the entrance of the New Convention Centre. Five laptops with high speed internet facility, fax machine, photocopier and printer were provided at the media centre to facilitate filing of stories by the journalists. Moreover, the IT team of CMS had done a tremendous job in transforming the venue into a wi-fi enabled place, so that the media could access the internet

to disseminate the festival information and also file their stories. The centre was used by 13 outstation journalists and more than 40 walk-in journalists daily. Additionally, registered journalist delegates were also provided internet facility at the centre.

8.2.3 Personal Interactions

As part of the media strategy the media promotion team of CMS was invested the task of personally interacting with the journalists at all levels. These meetings were with senior environmental journalists based in Delhi. On a few occasions the team had a major role in the shape and the angle of a news story as they were suggesting genuine and fair ideas to the correspondents to write on a particular perspective of the festival. For instance, two newspapers had done stories on agriculture and pollution respectively after intense persuasion by the media team.

8.2.4 Press Meet

A press meet was held as part of 6th CMS VATAVARAN on December 7, 2011 at Convention Centre, New Delhi. The theme of the Press Meet was "Filmmaking in South Asia: Opportunities and Challenges" and issues like exploring funding opportunities and co-production avenues were emphasised. The meet conducted by CMS involved 2011 nominated filmmakers and speakers of the Asian Filmmakers Summit. The panellists were Nalaka Gunawardene, Director and CEO, TVE Asia Pacific, Sri Lanka Evert Van Den Bos GM, Nature Conservation Films, Neitherland, Ashish Chandola filmmaker and Praveen Singh, filmmaker.

Speaking on how the spotlight has been shifted to Asia from Africa Evert claimed that European production houses are now focusing on the largest continent in the world in general and countries like India

and China in particular for developing new stories and content. Moreover, he claimed that in the next 5 years South Asia will in fact transpire to be one of the most important markets for European nature and wildlife production houses.

Nalaka highlighted that it is still very difficult to find funds for nature and wildlife films in South Asia. He said only in countries like Japan, Indonesia and China, organisations and big corporations have come up in a big way to support this unique kind of cinema.

Both Ashish Chandola and Praveen Singh rued that the government's apathy towards green and wildlife films is one of the prime factors behind a wildlife filmmaker's struggle in India. Further, high fees on filming in the protected zones of the forests have made the situation much worse for shooting in these areas, he said. For instance, the state of Madhya Pradesh was charging as much as ₹ 40,000 for a day's shoot. All these restrictions and strict regulations act as barriers to a filmmaker thus leading to under utilisation of our own jungles.

8.2.5 Social Media

Social networking sites were extensively used during the 2011 CMS VATAVARAN. Twitter and Facebook turned out to be quite a rage among the young audiences. The popularity of the CMS VATAVARAN festival on both the platforms can be estimated by the large number of people who joined as followers and friends on Twitter and Facebook respectively. While the former had 220 followers, the later had 931 friends who posted their comments and praised the festival. In particular, when the event was taking place at New Delhi Convention Centre and National Science Centre, programme by programme update was put up every 5 minutes on both Twitter and Facebook. More than 160 tweets



Dr N Bhaskara Rao, Chairman, CMS, interacting with Media



Media Coverage at National Science Centre

and 200 wall posts were planted on both the sites.

8.3 Media Presence

8.3.1 Print Media

- ▶ Asian Age
- ▶ Central Chronicle
- ▶ Dainik Bhaskar
- ▶ Dainik Jagran
- ▶ Deccan Herald
- ▶ Divya Marathi News
- ▶ Hindustan
- ▶ Jansatta
- ▶ Lokmat City News
- ▶ Lokmat Samachar
- ▶ Mail Today
- ▶ Malayala Manorama
- ▶ Nai Duniya
- ▶ Navbharat Times
- ▶ Naya India
- ▶ Sanmarg
- ▶ The Hindu
- ▶ The Hindustan Times
- ▶ The Pioneer
- ▶ The Statesman
- ▶ The Sunday Standard
- ▶ The Times of India
- ▶ Veekshanam Kerala
- ▶ IANS

- ▶ PTI
- ▶ UNI

8.3.2 Electronic Media

a. Television Channels

- ▶ Zee News
- ▶ Doordarshan
- ▶ Sahara Samay
- ▶ IBN7
- ▶ Star Majha
- ▶ Manorama News
- ▶ Amrita TV
- ▶ Jaya TV

b. Online Media

- ▶ www.upi.com
- ▶ <http://delhi.kyakare.com>
- ▶ <http://www.caravanmagazine.in>
- ▶ <http://www.delhievents.com>
- ▶ www.tveap.org
- ▶ <http://timescity.com>
- ▶ <http://www.newslinemagazine.com>
- ▶ <http://www.newzstreet.tv>
- ▶ <http://www.trivandrubuzz.com>
- ▶ <http://hrisouthasian.org>
- ▶ <http://www.eai.in>
- ▶ <http://ibnlive.in.com>
- ▶ <http://news.outlookindia.com>
- ▶ <http://expressbuzz.com>
- ▶ <http://netindian.in>
- ▶ <http://news.in.msn.com>

► <http://www.moneycontrol.com>

► <http://orissadiary.com>

8.4 News Coverage

8.4.1 Print Media

Table 38: List of Print Media Coverage

S No	Title	Name of Publication	Date
1	Sending a strong message in a fun way	Hindustan Times	Sep 24, 2011
2	Aurangabad Youth's film nominated for Festival	The Times of India	Sep 29, 2011
3	Eight films from state for fete	The Hindu	Sep 30, 2011
4	Regional Language	Veekshanam Kerala	Sep 29, 2011
5	Regional Language	Malyalam Manorama	Oct 1, 2011
6	Green Show	The Hindu	Mar 14, 2011
7	Entries Invited for CMS VATAVARAN Awards	The Hindu	Mar 16, 2011
8	Time to rush entries for wildlife test	The Hindu	Jul 22, 2011
9	Paryavarán Film Mahotsav	Hindustan	Sep 16, 2011
10	Nominations Announced	The Times of India	Sep 17, 2011
11	Nominations Announced	The Times of India	Sep 17, 2011
12	VATAVARAN 2011 Nominations	The Times of India	Sep 17, 2011
13	Green films to vie for awards	The Hindu	Sep 17, 2011
14	Film fest on Environment	Asian Age	Sep 20, 2011
15	Regional Language	Malayala Manorama	Sep 21, 2011
16	Ragunath ne Bhari Unchi Udaan	Lokmat Samachar	Sep 22, 2011
17	Aurangabadchya Raghunathchi Jhepn	Lokmat City News	Sep 22, 2011
18	Paryavarán par film festival mein rajdhani se 21 ka chayan	Dainik Bhaskar	Sep 26, 2011
19	Aurangabadchya Laghupatachi Aantarrashtriya jhepn	Divya Marathi News	Sep 29, 2011
20	Eight films from state for fete	The Hindu	Sep 30, 2011
21	Chhathen film mahotsav mein raajya ki do filmein	Sanmarg	Oct 4, 2011
22	Aurangabadchya 'The Last Tiger' paryavarán Mahotsav	Divya Marathi News	Oct 6, 2011
23	A Road Back Home, Documentary short-listed for award	The Hindu	Oct 7, 2011
24	EMMRC film nominated for CMS VATAVARAN Competition	The Hindu	Oct 10, 2011
25	Filmon se milega paryavarán sanrakshan ka sandesh	Nai Duniya	Oct 12, 2011
26	Fish crawls on road in search of water	Sunday Hindustan Times	Nov 06, 2011
27	Silver Screen par green filmon ka nazara	Navbharat Times	Dec 02, 2011
28	CMS VATAVARAN Environment and Wildlife film Festival @ Convention Centre	The Times of India	Dec 02, 2011
29	Bal Chalchitra Utsav	Naya India	Dec 05, 2011
30	Green film Festival Ka Agahaaz Aaj Se	Dainik Bhaskar	Dec 06, 2011

31	Paryavaran our vanya jiwon par bani filmon ka Samaroh	Jansatta	Dec 06, 2011
32	Last Tiger (Animation Film)	Naya India	Dec 06, 2011
33	Blood and Iron (Film)	Naya India	Dec 06, 2011
34	CMS Paryavaran Mahotsav Aaj Se	Nai Duniya	Dec 06, 2011
35	Festival of Green films opens today	The Hindu	Dec 06, 2011
36	Regional Language	Malyalam Manorama	Dec 06, 2011
37	Paryavaran our vanya jiwon par film Samaroh shuru	Dainik Bhaskar	Dec 07, 2011
38	Paryavaran our wanya jiwo par bani filmon ka Samaroh shooru -	Jansatta	Dec 07, 2011
39	Documentary Filmotsav	Naya India	Dec 07, 2011
40	How green is our world?	The Hindustan Times	Dec 07, 2011
41	The Statesman's Soma Basu Receives the CMS PANOS Young Environment Journalist Award 2011	The Statesman	Dec 07, 2011
43	Award conferred on The Statesman Reporter	The Statesman	Dec 07, 2011
44	6 th CMS VATAVARAN 2011	Naya India	Dec 07, 2011
45	Festival Bhairon Marg	Naya India	Dec 07, 2011
46	Children film festival as part of CMS VATAVARAN	Naya India	Dec 07, 2011
47	Curtain rises on a panorama of green cinema	Mail Today	Dec 07, 2011
48	Kosi (Documentary Film)	Naya India	Dec 08, 2011
49	Films for a Cause	Mail Today	Dec 08, 2011
50	Prakriti aur Vanya Jeevon Ki Pukar	Nai Duniya	Dec 08, 2011
51	Freeing Hand reared tigers into wild risky: Expert	The Pioneer	Dec 08, 2011
52	Water and A City	Naya India	Dec 09, 2011
53	Green fest draws children with workshops	The Times of India	Dec 09, 2011
54	Festival Mein 18 Bhartiya Film Purushkrit	Dainik Jagran	Dec 10, 2011
55	Kosi Par Bani film ko Sarvshreshth Ka Purushkar	Jansatta	Dec 11, 2011
56	Environment, Wildlife Film Festival ends	The Hindu	Dec 11, 2011
57	Wild Action on Screen	The Sunday Standard	Dec 11, 2011
58	Business houses must fund wildlife films, says Schaller	Central Chronicle	Dec 11, 2011
59	Environ Protection needs joint efforts: Soni	Central Chronicle	Dec 12, 2011
60	In an effort to save the Environment	Deccan Herald	Dec 13, 2011
61	We must find ways to popularize documentaries: Prakash Jha	Central Chronicle	Dec 13, 2011
62	Alternative cinema can be awful	Deccan Herald	Dec 14, 2011
63	Humans have made a mess of the planet	Deccan Herald	Dec 15, 2011
64	Shyam Benegal says he doesn't categorise cinema as mainstream and alternative	Times of india	Dec 15, 2011
65	My actors are just my medium	Deccan Herald	Dec 16, 2011
68	A reflection on time & timeless	Asian Age	Dec 16, 2011
69	Wild in the Country	The Statesman	Dec 17, 2011
70	Filming the Environment	The Statesman	Dec 29, 2011

8.4.2 Online News

Table 39: List of On-line News Coverage

S No	Title	Name of Publication	Date
1	6 th Biennial Edition of CMS VATAVARAN	Hrisouthasian	Jan 10, 2011
2	6 th CMS VATAVAAN, Environment & wildlife film festival and forum 2011	India Waterportal	Feb 21, 2011
3	Entries invited for CMS VATAVARAN Award	The Hindu	Mar 16, 2011
4	CMS VATAVARAN Orders New Logo Design	Graphics & Printing News	Jun 02, 2011
5	Time to rush entries for wildlife fest	The Hindu	Jul 10, 2011
6	Film & Video Competition life. Nature you make the connection	MLadi info	Jul 22, 2011
7	Festival Focus	Festival Focus	Jul 29, 2011
8	6 th Biennial CMS VATAVARAN Environment and Wildlife Film Festival	Caleidoscop	Jul 29, 2011
9	Asian Summit on Natural History Filmmaking on Dec 2011	National Commission for Culture & the Art	Jul 29, 2011
10	Green films to vie for awards	The Hindu	Sep 08, 2011
11	68 Green films from 9 countries nominated for CMS VATAVARAN 2011	Engage Media	Sep 20, 2011
12	CMS VATAVARAN film festival 2011	Spiderkerala	Sep 30, 2011
13	CMS VATAVARAN 2011	Trivandrubuzz	Sep 30, 2011
14	2 Odisha film picked up for VATAVARAN festival	Daily Pioneer	Oct 04, 2011
15	A road back home documentary short-listed for award	The Hindu	Oct 07, 2011
16	A road back home gets nominated for CMS VATAVARAN 2011	OdishaEYE	Oct 10, 2011
17	EMMRC film nominated for CMS VATAVARAN competition	The Hindu	Oct 10, 2011
18	Bunty & Bhatti	Indian Express	Oct 25, 2011
19	Docu films in VATAVARAN fest	The Telegraph	Oct 31, 2011
20	For a Clean, green city	Express Buzz	Oct 31, 2011
21	Bhatti's film makes it to Sandfly film festival	The Hindu	Nov 02, 2011
22	Delhi Decks up for festival	Daily Pioneer	Dec 04, 2011
23	Biggest green film festival in Delhi	Msn news	Dec 05, 2011
24	6 th CMS VATAVARAN 2011, environment and wildlife film festival	Asia Research News	Dec 06, 2011
25	Festival of green films opens today	The Hindu	Dec 06, 2011
26	Inspirational filmmakers connect with nature	WWF	Dec 08, 2011
27	Delhi, Kerala film makers bag awards	Outlook	Dec 09, 2011
28	National Geographic	Daily News	Dec 09, 2011
29	Delhi Green film festival to begin from Dec 6	Daily Bhaskar	Dec 13, 2011
30	Animation film bags award	IBN Live	Dec 19, 2011
31	Wild action on screen	Show Buzz	Dec 27, 2011
32	The sixth edition of the CMS VATAVARAN Film Festival	Net Indian	Dec 27, 2011
33	Jon Bowermaster wins International Film Award	Daily News	Dec 27, 2011

8.4.3 Television News

Table 40: List of Television News Coverage

Channel	Date	Schedule
DD News	Dec 7, 2011	14:26:35 – 14: 29:00
DD News	Dec 10, 2011	16:21:30 – 16: 23:20
Zee News	Dec 6, 2011	22:50:20 – 22:52:10
Zee News	Dec 7, 2011	22:52:35 – 22:54:15
Zee News	Dec 8, 2011	22:52:10 – 22: 53:40
Zee News	Dec 9, 2011	22:50:50 – 22:52:30
Zee News	Dec 10, 2011	22:50:50 – 22:52:30

8.5 Media Analysis

The 6th edition of CMS VATAVARAN received an outstanding response from the print media in particular. The widespread coverage in the media led to spreading awareness among the people about the burning issues in the arena of environmental conservation as well as ecological degradation. Moreover, the effective communication helped in creating an aura around the brand CMS VATAVARAN, as people have now started identifying with the festival.

All the major national dailies including The Times of India, The Hindu, Asian Age, Deccan Herald, The Pioneer, Mail Today, Nayi Duniya, Dainik Bhaskar highlighted the various issues that were raised during the five-day long festival.

In the main segment the centre of attraction for the media were the Master Classes, Trade Shows and Meet the Commissioners. Sessions by George Schaller, Prakash Jha, Theo Webb, and Shyam Benegal got an overwhelming response as their exclusive interviews and stories reached the front pages of some of the newspapers. The prime focus of the media was the comic-making workshop and the filmmaking and editing workshop which were held as part of the children's section. In total, the festival and forum received more than 100 stories.

In addition to national newspapers, the regional media including Marathi, Telugu and Malayalam newspapers covered the festival extensively. The festival garnered an overwhelming response from newspapers like Sikkim Express, Loksatta, Andhra Jyothi, Lokmat, Malayalam Manorama, Central Chronicle, Veekshanam Kerala, Sanmarg, Divya Marathi News, etc.

Prominent TV channels including Zee News (broadcast partner), DD News, Sahara Samay, IBN7, Star Majha, Manorama News, Amrita TV and Jaya TV gave prime time space to this green carnival. Zee News and DD News carried the news stories on a day to day basis. On one hand DD News devoted around 2.20 minutes on an average in its afternoon and evening bulletins, while Zee News provided around 1.15 minutes in the 7-11 pm prime band slot along the festival promo. In addition, Sahara Samay covered the inaugural ceremony of the festival and had broadcasted a 10 minute special story on the festival.

Noted journalists who covered the festival were Chandra Shekhar (Loksabha TV), Rhythm Datta (Sahara Samay), Sangeeta Banerjee (Dainik Bhaskar), Srinath Rao (Indian Express), Kusum Kanojia (Deccan Herald), Mousami Basu (Pioneer), Pooja Makkar (Zee News), Tilak Dhar (DD News), Shekhar Singh (The Statesman), Prasun Latant (Jansatta) and Spriha Srivastava (Sunday Indian Magazine).



9 2011 Delegates

9.1 Overall Participation

Table 41: Total Number of Delegates

Category	Participant's No
Speakers and Media	46
Juries	42
Nominated Filmmakers	27
Partners	13
Registered Delegates	77
Film Screening Participants	6419
Children Section Participants	4917
Total	11541

9.2 Delegates at the Festival Representatives List

9.2.1 Government Representatives

Table 42: Government

Title	Name	Designation	Organisation
Dr	A K Raha	PCCF & Head of Forest Force	Directorate of Forest, Govt of West Bengal
Smt	Ambika Soni	Minister of Information & Broadcasting	Govt of India
Mr	B M S Rathore	Joint Secretary	Ministry of Environment & Forests
Dr	Balakrishna Pisupati	Chairman	National Biodiversity Authority
Mr	Paramjit Singh	CCF and Director Anti Poaching, Uttarakhand	Department of Forests, Government of Uttarakhand
Dr	Parayag H S	Veterinary Officer	Mysore Zoo
Mr	Pawan Kumar Jha	Consultant (Sanitation & W M)	Ministry of Drinking Water & Sanitation
Mr	R K Dave	PCCF	Forest Department, Madhya Pradesh
Dr	R V Varma	Chairman	Kerala State Biodiversity Board (KSBB)
Mr	Rajesh Sajlani	Private Secretary	Ministry of Environment & Forests
Mr	Rajiv Bhartari	CCF	Forest Department
Mr	Ramakant Goswami	Minister of Industries, Labour and Law & Justice	Govt of NCT of Delhi
Mr	Samrendra Kumar	Head, Regional Science City	National Council of Science Museum
Mr	Tamal Mondal	Research Fellow	Zoological Survey of India
Mr	U M Sahai	PCCF (Wildlife) Rajasthan	Department of Forest, Govt of Rajasthan
Mr	Umesh Sharma	Executive	Mahatma Gandhi Institute for Combating Climate Change, Govt. of NCT of Delhi
Mr	Vikramjit Roy	GM, Film Production	NFDC

9.2.2 Embassies, Bilateral and Multilateral Organisations

Table 43: Representatives (list of Embassies)

Title	Name	Designation	Organisation
Dr	G S Gujral	Head - Science Environment & Technology (India & Sri Lanka)	British Council
Dr	Håkan Tropp	Director	UNDP Water Governance Facility
Mr	Anil Misra	Senior Programme Advisor	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Ms	Ilona Porsche	Senior Technical Adviser	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Dr	Vivek Kumar	Senior Adviser, Environment, Climate & Energy	Royal Norwegian Embassy (RNE)
Dr	Ram Boojh	Professional Officer Ecological & Earth Sciences	United Nations Educational, Scientific and Cultural Organization (UNESCO)

9.2.3 Civil Societies

Table 44: Civil Society Representatives (List of Civil Society Representatives)

Title	Name	Designation	Organisation
Mr	A S Panneerselvam	Executive Director	PANOS South Asia
Ms	Cepa Giblin	Researcher	Broken Tail
Ms	Charu Jain	Co-Founder & Director	Advit Foundation
Mr	Deepak Gupta	Programme Officer - RE	Shakti Sustainable Energy Foundation
Mr	Golam Kibrea	National Coordinator, Bangladesh	International Network For Environment (INE)
Mr	Joanna Van Gruisen	Trustee	Baavan – Bagh Aap Aur Van
Mr	K N Vajpai	Environment Specialist	Climate Himalaya
Mr	Laxman Singh	Founder and Chairman	Gram Vikas Navyuvak Mandal Laporiya (GVNML)
Mr	Mahesh Gaikwad	Environmental Officer	Environmental Forum of India
Ms	Mitu Varma	Director – Programmes	PANOS South Asia
Ms	Sharmistha Bose	Programme Coordinator	OXFAM India
Mr	Nalaka Gunawardhane	CEO	TVE Asia Pacific
Ms	Nandini Sahai	Director	International Centre Goa
Mr	Prasad Date	Director	Envirovigil
Ms	Prerna Singh Bindra	Regional Coordinator, Tiger Program	Panthera
Dr	Purnamita Dasgupta	Ford Foundation Chair & Acting Head	Institute of Economic Growth
Mr	R K Srinivasan	Technical Advisor, Water & Sanitation Unit	Plan India
Mr	Rajeev Cheeli	Director	BICS
Mr	Ravi Singh	CEO	WWF India
Mr	S Vishwanath	Trustee	Biome Environmental Trust
Mr	Sanjay Sondhi	Founder Trustee	Titli Trust
Mr	Uzzwal Madhab	Executive Director	Lakshya Foundation
Mr	V T MuruganMurugan	Secretary	Home
Ms	Vanita Suneja	Economic Justice Lead Specialist	Oxfam India

9.2.4 Filmmaker Expert

Table 45: List of Experts

Title	Name	Designation	Organisation
Dr	A J T Johnsingh	Eminent Wildlife Biologist, Nature Conservation Foundation And Hon Scientific Advisor, WWF India	WWF India
Mr	Bikram Grewal	Publisher and Trustee	Wildlife Protection Society of India
Mr	Chandi Prasad Bhatt	Environmentalist	
Dr	George Schaller	Vice President, Panthera & Senior Conservationist	Wildlife Conservation Society, USA
Mr	Navdeep Sood	Ecologist	-
Dr	Ravi Chellam	Wildlife Biologists & Conservation Scientist	-
Mr	Roberto Cazzolla Gatti	Environmental Scientist/Consultant, FAO & Member, IUCN	-
Ms	Sanjam Cheema	Consultant (PR)	Delhi Jal Board (DJB)
Mr	Sarvjit Dudeja	Consultant & Advisor On S&T	Dr Dudeja Consultancy
Mr	Sashikumar C	Ornithologist	-
Ms	Seema Bhatt	Independent Consultant – Climate Change, Conservation & Ecotourism	-

9.2.5 Filmmaker Delegates

Table 46: List of filmmaker Delegates

Title	Name	Designation	Organisation
Ms	Aarti Shrivastava	Documentary Filmmaker	Media For Social Impact
Ms	Abhilasha Bhartiya	Experimental Animator	Freelance
Mr	Abhinaw Kumar Dwivedi	Video Editor	Shrikartikeya Enterprises
Mr	Adam Schmedes	Director	Loke Film
Mr	Adarsh N C	Field Producer/ Production Resource Person	-
Mr	Ajay Bedi	Filmmaker	Bedi Films Pvt. Ltd.
Ms	Akanksha Joshi	Filmmaker	-
Ms	Akanksha Sood Singh	Director	The Gaia People
Mr	Akash Vankhede	Cameraman	Silver Pixels Educational Multimedia Development Society
Mr	Akshay Chavan	Concept Developer	Raghu Animation Studio
Mr	Amar Kanwar	Filmmaker	A K Productions
Mr	Amber Sharma	Managing Director	Mowgli Productions
Mr	Anand Kusumakar	Director	Freelancer
Ms	Andie Clare	Director of Production	Icon Films
Mr	Anil Yadav	Filmmaker	Earth Friends
Mr	Anirban Dutta Gupta	Director	Surabhi Foundation

Title	Name	Designation	Organisation
Ms	Anjali Khosla	Filmmaker	Moving Images
Mr	Ankit Pogula	Filmmaker	-
Ms	Anusha Rizvi	Director	Peepli Live
Mr	Anwar Jamal	Filmmaker	Anwar Jamal Productions
Mr	Arjun Pandey	CEO	Twenty Four Frames
Ms	Arunima Tenzin Tara	Filmmaker	A K Productions
Mr	Ashish Bhawalkar	Creative Director	Silver Pixels
Mr	Ashish Chandola	Filmmaker	-
Mr	Ashish Dutta	Filmmaker	Carrot Communications
Mr	Ashish Malviya	Cameraman	ARK Production
Mr	Ashok Rane	Film Critic / Film Academician/ Script Writer/ Filmmaker	-
Mr	Babu Kambrath	Film Director	-
Mr	Basu Chatterjee	Eminent Filmmaker	-
Mr	Bhupendra Raj Basnet	Director	BESO Television
Mr	Chandan Bhaduri	Filmmaker	Independent
Mr	Chandrashekhar Aher	Senior Visualiser	-
Mr	Chinmay Rane	Director And Editor	Felis Creations
Ms	Colin Stafford Johnson	Director	Broken Tail
Mr	Dayanand Reddy Jalla	Director	Kva Movies
Mr	Devashish Jadia	Digital Film Maker & Nature & Wildlife Conservationist	Vortex Digital Films
Mr	Dhirubhai Chauhan	Director	Dhirubhai Production Pvt Ltd
Mr	Een Irawan Putra	Filmmaker	Gekko Studio
Mr	Emer Reynolds	Editor	Broken Tail
Mr	Evert van den Bos	President	Nature Conservation Films
Mr	Faiyaz Dilbar	Filmmaker	Studio Nine
Mr	Gerald Manuel	Filmmaker	-
Mr	Govinda Nepal	Director	Independent Production
Mr	Himanshu Malhotra	Noted Filmmaker	Multi Media Pvt Ltd
Ms	Ishani K.Dutta	Filmmaker	Carrot Films
Mr	Islahuddin Ashraf	Filmmaker/Cinematographer	Earthenpot Films
Mr	Jeevit Bindroo	COO	Manhan's STUDIO V13 Productions Pvt. Ltd.
Mr	Joe Yaggi	Creative Director	Jungle Run Productions
Mr	John Murray	Producer & Director	Broken Tail
Mr	Joseph Raja	Director-Cameraman	-
Mr	K R Manoj	Filmmaker	Tropical Cinema
Mr	Kamar Ahmad	Writer-Director	BEGINNING Production

Title	Name	Designation	Organisation
Ms	Kavita Bahl	Filmmaker	Top Quark Films Private Limited
Mr	Kesari Harvoo	Director	Kesari Harvoo Communication Pvt. Ltd.
Ms	Kiran Dasaranna Mattegunta	Student - Research	-
Ms	Kiran G Pillai	Project Facilitator	Vyga Animation
Mr	Krishnendu Bose	Filmmaker	Earth Care Production
Mr	Krupakar B S	Producer	KS Features
Mr	Mahesh Kalasaiah	Producer	EMRC
Mr	Majeed Gulistan	Director	Dhirubai Productions
Ms	Maryam Fatima	Filmmaker	Magic Lantern Foundation
Mr	Mohammad Irfan Dar	Filmmaker	Red Stone Films
Mr	Nandan Saxena	Filmmaker	Top Quark Films Private Limited
Mr	Naresh Bedi	Filmmaker	Bedi Films
Mr	Neloy Bandyopadhyay	Filmmaker	-
Ms	Nima M	Director	KS Features
Mr	Nishant Pagare	Head, Acquisition & Distribution	Syncline Filmstore
Mr	Obed Longvah	Cinematographer	Birla Institute of Technology
Mr	Prakash Jha	Eminent Filmmaker	Prakash Jha Productions
Mr	Prashant Prabhulkar	Production Manager	Manhan's Studio V13 Productions Pvt. Ltd.
Mr	Praveen Singh	Filmmaker	Signature Infotainment Pvt Ltd
Ms	Preeti Tripathi Kapur	Filmmaker	Ayachee Productions
Mr	Prina Raj Joshi	Director	Independent Production
Ms	Radha Mahendru	Filmmaker	A K Productions
Mr	Raghu Gopalan	Creative Director	Vyga Animation
Mr	Raghunath Shriramwar	Animation Filmmaker	Raghu Animation Studio
Mr	Raheem Amazing	Editor	Amazing Studio
Mr	Raj Kumar	Freelance Filmmaker	-
Mr	Rintu Thomas	Filmmaker	Black Ticket Films
Ms	Rishu Nigam	Filmmaker	The Energy & Resources Institute (TERI)
Ms	Rita Banerji	Filmmaker	Dusty Foot Production
Ms	Ritu Bhardwaj	Videographer	Project Survival Media
Mr	Robindro Rajkumar	Programmer	DD India
Mr	Samrat Pratap Singh	Producer	Shrikartikeya Enterprises
Mr	Sandeep Adne	Animator	Raghu Animation Studio

Title	Name	Designation	Organisation
Mr	Sanjay Arora	Filmmaker	-
Mr	Sanjay Barnela	Filmmaker	Moving Images
Mr	Santosh N Pednekar	Creative Director	Manhan's STUDIO V13 Productions Pvt. Ltd.
Ms	Sara Hill	Production Coordinator	Icon Films
Mr	SaravanakumaraSamy	Propetior/Editor/Director	Limelights
Mr	Satyabrata Das	Director	Wildlife Film Productions Ltd.
Ms	Savita Bhatti	CEO	Mad Arts, JaspalBhatti Film School
Mr	Senani Hegde	Filmmaker	-
Mr	Shankar Subramaniam	Studio Head	Metaphor Studios
Mr	Shashidhar Singh Kapur	Journalist & Filmmaker	Mp-Mediaplatform.Com
Mr	Shaz Syed	Media Person	-
Ms	Sherna Dastur	Filmmaker	A K Productions
Ms	Shilpi Sharma	Filmmaker	Dusty Foot Productions
Mr	Shiva N Kumar	Freelance	-
Ms	Shruti Rai	Filmmaker	Chinh India
Mr	Shyam Benegal	MP, Rajya Sabha	-
Mr	Snehasis Das	Director	The Naked Eye
Mr	Sohail Jafferri	Director	Dewz Vision
Ms	Sonia Swaroop Choksi	Director	White Canvas Films
Mr	Soumendra Padhi	Director	-
Mr	Sudheer Gupta	Filmmaker	Sarjana Independent Films
Mr	Sulekh Suman	Founder	Anahad Inc
Ms	Supriya Sakamuri	Programme Producer	Educational Multimedia Research Centre
Mr	Suresh Elamon	Wildlife filmmaker	Birdwing Films
Mr	Suresh Paudel	Chief Programme Producer (Assistant Manager)	Kantipur Television
Mr	Sushmit Ghosh	Filmmaker	Black Ticket Films
Mr	Swapnil Taank	Graphic Artist	GreenfootEcotax
Ms	Swati Dandekar	Independent Filmmaker	-
Mr	Ujjwal Utkarsh	Filmmaker	-
Mr	Umesh Aggarwal	Filmmaker	NET (News And Entertainment Television)
Ms	Vanaja C	Filmmaker	
Mr	Vijay Bedi	Filmmaker	-
Mr	Vipin Saxena	Director	Visual Force
Mr	Vishal Nityanand	Filmmaker	Cinematic Arts Production Pvt Ltd

9.2.6 Academicians

Table 47: List of Academicians

Title	Name	Designation	Organisation
Mr	Amaresh Chakraborty	Head, Direction And Screenplay Writing	Satyajit Ray Film And Television Institute (SRFTI)
Prof	Arun Kumar Attri	Professor	School of Environmental Studies (SES), Jawaharlal Nehru University
Mr	Ashish Bhawalkar	Lecturer	S V Polytechnic, Bhopal
Mr	Ashok Vajpeyi	Chairman	Lalit Kala Academy
Mr	Dennis Aig	Program Head - MFA In Science & Natural History Filmmaking	Montana State University
Mr	Durgesh Pathak	Lecturer	Amity School of Communication, Amity University, Uttar Pradesh, Lucknow Campus
Dr	Gita Bamezai	Head, Communication Research	Indian Institute of Mass Communication (IIMC)
Mr	Kishore Kumar Singh	2D & 3D Artist	Eduriser Learning Solutions (P) Ltd.
Ms	Krishna Kumari	Head Teacher	Sree Sarada Girls Higher Secondary School
Ms	Madhu Bhatnagar	Consultant, Environment Programme	The Shri Ram School (TSRS)
Ms	Manjit Kaur	PGT	GHPS
Mr	Matthew Hibberd	Senior Lecturer, Deputy Head, Department of Film, Media & Journalism	University of Stirling
Ms	Nandita Krishna	Director	CPR Institute of Indo logical Research
Mr	O P Dewal	Reader - Communication	School of Journalism and New Media Studies, IGNOU
Mr	Ravi Babu Pittala	Lecturer	NJTU Hyderabad
Mr	Romesh Chaturvedi	Senior Lecturer	Amity School of Communication, Amity University, Uttar Pradesh, Lucknow Campus
Ms	Sandra Swarup	Principal	Arwachin International School
Dr	Shahid Ali	Reader & Head	Kushabhau Thakre Patrakarita Awam Jansanchar University
Ms	Shruti Mehrotra	Lecturer	Amity School of Communication, Amity University, Lucknow
Ms	Sonia Kurup	Environment & Science Teacher	Salwan Public School
Dr	T V Venkateswaran	Scientist E & Head: Audio Visual Division	Vigyan Prasara
Mr	V.K. Bahuguna	Director General	ICFRE
Mr	Zimpa Dorje	School Teacher	-

9.2.7 PSU Representatives

Table 48: List of PSU Representatives

Title	Name	Designation	Organisation
Mr	Aishwani Dhar	General Manager	Bharat Heavy Electricals Ltd.
Mr	Dinesh Agarwal	General Manager, CSR	National Thermal Power Corporation (NTPC)
Ms	Sonal Desai	General Manager - Corporate Social Responsibility	Hindustan Petroleum Corporation Limited (HPCL)

9.2.8 Corporate and Industry Representatives

Table 49: List of Corporate and Industry Representatives

Title	Name	Designation	Organisation
Mr	Bhupesh Kumar	Vice President	AON Global Insurance Brokers Private Limited
Mr	David Macdonald	Head	YouTube Partner Operations, Asia Pacific
Mr	Franz Kraus	Member of the Executive Board	ARRI AG
Mr	Manan Singh	Strategic Partner Manager`	YouTube India
Mr	Manas Mandal	Sr. Design Engineer	Fluor Daniel India Pvt. Ltd.
Ms	Monica Rawat	Deputy Manager - Brand Marketing	TATA Sky
Ms	Moushumi Dutt	Head, Corporate Communication	Philips India Ltd
Mr	N Sunil Kumar	Vice President-Head	RBS Foundation
Mr	Nakul Sood	Founder	Embrace Video
Mr	Nikhil Aggarwal	Engineer	Doosan Power Systems India
Mr	Nikhil Sandhu	Senior Manager, Content Strategy & Content Acquisitions	Aircel
Mr	Parth Joshi	Associate	Yes Bank Ltd
Ms	Roma Balwani	Sr. Vice President and Group Head – Corporate Communications	Mahindra and Mahindra Ltd
Mr	Sanjay Pathak	General Manager, Corporate Affairs	Alchemist Group
Mr	Santosh Gupta	Head, Environment	Essar Group
Ms	Suchitra Singh	A V P - Finance Operations Ecofinance HBAP Lead	HSBC Technology and Services/ HSBC Electronic Data Processing India Pvt Ltd

9.2.9 Film Festivals Representatives

Table 50: List of Film Festivals Representatives

Title	Name	Designation	Film Festival
Ms	Charlotte Geeves	Festival & Events Manager	Wildscreen, UK

9.2.10 Media Representatives

Table 51: List of Media Representatives

Title	Name	Designation	Organisation
Mr	Abhijit Ghorpade	Senior Assistant Editor	Loksatta
Ms	Arunava Dasgupta	Publisher	
Mr	B T Anil Kumar	Special Correspondent	Amrita TV
Mr	Bappaditya Chatterjee	Correspondent	Business Economics
Mr	C V L N Prasad	Chief Reporter	Andhra Jyothi
Mr	Deepak Khokhar	Correspondent	All India Radio
Ms	Jai Chandiram	Managing Trustee	International Association of Women In Radio And Television (IAWRT)
Mr	Jai Karan Singh Bhadauriya	Sub Editor	Iaan Express
Mr	Jayanto Basu	Senior Journalist	The Telegraph
Mr	K S Ashik	Senior Correspondent	JAYA TV
Mr	N Jayakumar	Cameraman	JAYA TV
Mr	Nirmal Mangar	Senior Correspondent	Sikkim Express
Mr	Paranjoy Guha Thakurta	Eminent Journalist	-
Mr	Pradip Saha	Independent Communication Consultant	-
Dr	Rajan Mahan	Senior Journalist	NDTV
Mr	Rajesh P N	Cameraman	Amrita TV
Mr	Rakesh Ranjan	Input Head	Sahara Samay TV News Network
Mr	Ralf Quibeldey	Head of Wildlife, Nature, Adventure Programmes	NDR German Television
Mr	Ramesh Tekwani	CEO, Creative Director	Take One
Mr	Sanjeev Choudhary	Reporter	NDTV
Ms	Saroj Nagi	President	Indian Women Press Corp
Mr	Tarique Bhat	CEO	Associated Media
Mr	Theo Webb	Researcher	BBC Natural History Unit
Mr	Yogesh Mishra	Senior Correspondent	Central Chronicle

9.2.11 Defence Officials

Table 52: List of Defence Officials

Title	Name	Designation	Organisation
Col	Atul Pratap Singh	Director Ecology (Policy)	Indian Army

9.2.12 Independent Delegates

Table 53: List of Independent Delegates

Title	Name	Designation	Organisation
Mr	Kuldeep Sinha	Former Director General & CEO	Films Division
Ms	Malti Sahai	Former Director (Author & Film Expert)	Directorate of Film Festival (DFF)
Mr	Navin Sharma	Freelancer	-
Ms	Myles Thompson	-	-
Ms	Linda Correa	Participant	-
Ms	Priyanka Singh	M B A	-

9.2.13 Researchers and Student Delegates

Table 54: List of Researchers and Student Delegates

Title	Name	Designation	Institute
Mr	Ajit Abraham	Student - Media	JIMS
Mr	Amogh Rai	Student	
Ms	Amshika George	Masters Student	Ambedkar University Delhi
Mr	Anuj Sachdeva	Student - Media	DU
Mr	Anuj Yadav	Student	Earth Friends
Mr	Anurag Kumar	Student	IIT Delhi
Ms	Archanna Dutta	Student - Media	JIMS
Ms	Deepa Shembekar	Student – B H Sc	-
Mr	Gaurav Govinda	Student	-
Ms	Huma Parveen	Research Scholar	Aligarh Muslim University
Ms	Jyoti Kashyap	Research Scholar	TERI University
Ms	Nikita Teresa Sarkar	Student	-
Mr	Nishant Sharma	Student - Media	JIMS
Mr	Sanket Verma	Student	K R Mangalam World School
Ms	Shaina Sehgal	Master's Student	Ambedkar University Delhi
Ms	Shyamashree Dasgupta	Researcher, Global Change Programme, Department of Economics	Jadavpur University
Ms	Siddharth M P	Researcher	-
Ms	Sreejit	Student	IIMM
Ms	Taru Bhatia	Student	JIMS
Mr	Tarun Singh	Student	-
Mr	Vikas Rana	Student	-
Mr	Yogesh Gokhale	Fellow	TERI





10 Festival's Accomplishments

10.1 Innovations and Achievements

10.1.1 Theme

The theme for 2011 was Biodiversity Conservation. The festival aimed at building momentum towards CoP11 scheduled in 2012 through its programmes and activities. A momentum was also tried to be built by bringing forward the initiatives taken during 2010 International Year of Biodiversity.

10.1.2 Entries and Categories

This year there were total 10 categories for inviting entries in both the Indian and international section. The categories of previous competitive editions were merged this year to form uniform categories.

10.1.3 Delegate Registration Systems

In the 2011 festival, the delegate registration was done online only as compared to previous editions. This helped in saving paper and eventually cut down on the festival's printing cost. The delegate registration was user friendly and was tested several times before being made online.

10.1.4 Multiple Venues

The competitive film festival and forum activities were held in only one venue in the previous editions. For the first time, the festival and forum activities for general audience, filmmakers and children section was held at different venues such as Convention Centre and National Science Centre.

10.1.5 Children Section

For the first time a dedicated section was devoted to programmes for children at a separate venue. In the previous editions the festival had only one day screening for children. However, this year screenings were held for entire five days. The venue

for children section was decorated with more vibrant signage and bore the children festival look.

10.1.6 Platform for Filmmakers

The 6th edition was more pertinent for filmmakers. For the first time an Asian Filmmakers Summit was organised in the festival and in India. The Summit acted as an important platform for conservation filmmakers from Asian countries seeking international production assignments as well as a market for their film and creative skills. For international commissioning heads from across the world, it was an opportunity to meet new filmmakers and plan new assignments with them in the Asian region.

10.1.7 Distinctive Programme Format

The festival format was distinct from its previous editions. The tradition of lamp lighting, speeches by festival guests were changed this year. Instead of speeches, talk shows moderated by experts were organised. The host of the inaugural ceremony spoke impromptu and used lapel mike instead of standing behind a podium and reading from a pre-drafted script.

10.1.8 International Participation

The year 2011 saw more international participation instead of its previous editions for programmes like Asian Filmmakers Summit, International Film Screenings and Open Forum.

10.1.9 Out of Home Screen Promotion

The festival was promoted for the first time through out of home screens at different locations across Delhi and NCR. This provided wider visibility to the festival as compared to the festival promos aired on television channels.

10.1.10 Curtailing of Festival Expenditure

The introduction of online registration and digital backdrops reduced the printing cost drastically and also saved paper. Material like delegate bags were also minimally produced.

10.1.11 Human Resources

The festival made better utilisation of human resources in firming up the programmes. Logistics work like travel and accommodation and pick-up and drop arrangement which consumed maximum time of festival's core team was drastically reduced. Travel bursaries were instead given to nominated filmmakers. Filmmakers who were associated with the festival since its inception were involved in programmes like hosting the inaugural and award ceremonies and film screenings; planning and organising Asian Filmmakers Summit, networking dinners; moderating sessions during inaugural ceremony, open forums and master classes, etc.

10.1.12 Digital Backdrops

Another innovative element of this year's festival was digital backdrops for all programmes. In the earlier editions backdrops made on flex and fixed on wood and iron structures which were quite cumbersome to move. Thus, to avoid this, the text of each programme was shown through digital backdrops which saved on printing cost and also avoided flex printing.

10.2 Outcome

10.2.1 Reach out and involvement

CMS VATAVARAN 2011 reached out to **11541** number of people representing cross section of people. A separate section of the festival dedicated to schools was organised

at the National Science Centre, New Delhi. The festival began with a campaign mode on March 1, 2010 with the Call for Entry announcements and culminated on December 9, 2011 with a gala award ceremony. In this 22 month campaign, the festival reached out to another over 300,000 filmmakers indirectly in 200 countries across the globe. The medium of reachout was direct mailers, newspaper and electronic media advertisements, involvement in two rounds of judging of the films, participation in film screenings, workshops and other allied forums.

10.2.2 Felicitation of filmmakers

A total of 25 filmmakers and technicians (five woman amongst them) were honoured on winning the prestigious CMS VATAVARAN awards in various categories on December 6, 2011 in New Delhi. CMS VATAVARAN awards are coveted and prized achievement for conservation filmmakers. This award encourages and energises filmmakers to continue their work with greater passion. CMS VATAVARN award winning filmmakers also get edge over others in bagging new filmmaking assignments, receive invitations to showcase their films and give talks in India and other countries, increase the prospects of large-scale distribution and dissemination of their films and earn revenue from the same.

This year, the awards were presented to the following filmmakers:

Ms Aarti Shrivastava | Ms Akanksha Joshi
| Mr Amar Kanwar | Ms C Vanaja Kumari |
Mr Chikara Ujje | Mr Christian Baumeister
| Mr Henri de Gerlache | Mr Jan Haft | Mr
Jon Bowermaster | Mr Jon Cooksey | Mr
K R Manoj | Mr Kyriakos Stylianopolous |
Mr Peter McBride | Mr Praveen Singh | Mr
Raghu Gopalan | Mr Renzo Zanelli | Ms

Rintu Thomas | Ms Rishu Nigam | Mr Sajan Sindhu | Mr Scott Mouat | Mr Senani Hegde | Mr Siddharth M P | Mr Suresh Elamon | Mr Sushmit Ghosh | Mr Vishal Nityanand

10.2.3 Enrichment of Conservation Film Archive

CMS Environment's green film collection is richer by 317 number of new titles (produced on and from January 1, 2009 onwards) from India and abroad. These films cover issues like biodiversity conservation, climate change, sustainable technologies, livelihoods and water. Films are in the genre of documentary, animation, feature length, television series and public service announcements.

Table 55: Details of Entries Received

Category	No of entries (Indian)	No of entries (International)	Total
Animation	11	3	14
Biodiversity	32	27	59
Climate Change and Sustainable Technologies	11	9	20
Environmental Conservation	17	11	28
Films for Children	11	4	15
Livelihoods	24	9	33
Newcomer	32	13	45
Newcomer (Student)-	33	-	33
Public Service Announcements (PSA)	21	2	23
Series (Based on Environment and Wildlife)	8	13	21
Water for All	22	4	26
Total	222	95	317

Green film collection has been further strengthened by participation of award winning films in the "Best of World Natural History and Conservation Cinema" which was organised as part of CMS VATAVARAN 2011. The festivals which participated in the inaugural year of this section were:

- ▶ Jackson Hole Wildlife Film Festival, USA
- ▶ Ya'an Panda International Animal & Nature Film Festival, China

- ▶ CINEMAMBIENTE – International Environmental Film Festival, Italy
- ▶ Wildlife Vaasa Festival, Finland
- ▶ Inkafest Mountain and Environment Film Festival, Peru
- ▶ Earth Vision, Japan

Another new section "Panorama of Norwegian Green Films", courtesy, the Norwegian Film Institute (NFI), enhanced our collection by 4 more films on environmental issues concerning Norway.

CMS VATAVARAN films are widely used in training and education across the world. Ever since the festival got over on December 2011, CMS Environment has been flooded with requests for providing films.

Some of the notables include:

- ▶ Indian Army
- ▶ Forest and Environment Department, Jharkhand
- ▶ Kirloskar Vsaundhara International Film Festival
- ▶ Central Indian Highlands Wildlife Film Festival
- ▶ KATTA, Pune

Organisations like above use CMS VATAVARAN films as a value addition to their ongoing education, awareness, outreach and advocacy activities like lecture series, nature walks, exhibitions, panel discussion, class room lecture, big seminars and conferences.

10.2.4 Filmmakers Network

Five days of the festival saw some intense networking between filmmakers from different parts of India and other countries. The CMS Environment forum helped filmmakers to know each other well and exchange ideas, technology, understand the ecological issues confronting their region and countries and explore possibility of collaborative working. What made these five days more exciting was the presence of film commissioners from India and abroad who were scouting at the venue all five days looking for bright ideas and co-production opportunities.

The green movement gets immense strength from such collaborations between like minded people from similar profession. For filmmakers planning international shooting projects, it makes both economical and environmental sense to get into partnership with filmmakers from host countries.

10.2.5 New Patrons

The competitive edition of CMS VATAVARAN is always an occasion resulting in new tie ups, not only between delegates attending the festival but also for the host CMS. This edition saw patronage coming from the first time from Maharatna PSUs namely the Indian Oil Corporation Limited (IOCL), Steel Authority of India Limited (SAIL), Navratna PSUs Hindustan Petroleum Corporation Limited and GAIL (India) Limited. Others on board CMS VATAVARAN for the first time included Essar Group, Birla Edutech, Union

Bank of India, National Science Centre, Indian Bank, Norwegian Film Institute, PANOS South Asia, Bombay Natural History Society, several prominent international conservation film festivals and YouTube.

10.2.6 Engagement of policy makers, bureaucrats, corporate sector, civil society, youth and people in general

The 2011 edition of CMS VATAVARAN engaged leading and committed individuals from foreign governments, union government, state governments, academic and research institutions, corporate sector, and civil society organisations. Some prominent names included:

- Ms Ambika Soni, Hon'ble Minister of Information and Broadcasting, Govt of India
- Ms Jayanthi Natarajan, Minister of Environment and Forests
- Ms Mira Mehrishi, Additional Secretary in the MoEF,
- Her Excellency Ms Ann Ollestad, Ambassador of Norway to India
- Dr George Schaller, Vice President, Panthera, USA
- Mr Shyam Benegal, Member of Parliament and Dada Saheb Phalke Awarded filmmaker
- Mr Prakash Jha, Eminent Filmmaker
- Mr Basu Chatterjee, veteran film director
- Mr Suresh Prabhu, Former Minister of Environment and Forests
- Mr Ramakant Goswami, Hon'ble Minister of Industries, Labour and Environment, Govt of NCT of Delhi
- Dr Abid Hussain, Former Indian Ambassador to the United States

10.2.7 Strengthened National Capacities for Mainstreaming Biodiversity Conservation Concerns

The CMS VATAVARAN 2011 theme Biodiversity Conservation was in alignment with Decade of Biodiversity 2011-2020 and CoP-11 to the Convention on Biological Diversity being hosted by the Ministry of Environment and Forests, Govt of India. Special focus on this theme has resulted in 59 Indian and international film entries in the festival. The nominated and award-winning films on biodiversity conservation will be made available to organisations, institutions and individuals interested in creating awareness on this very pertinent issue to which India is also providing global leadership.

10.2.8 Networking

The CMS VATAVARAN 2011 facilitated opportunities of networking and exchange between various government bodies, corporate and public sector enterprises, research institutions/ academic institutions, UN bodies, civil society organisations and individuals working as professionals with reputed organisations. Some notable participants included:

a. Government

- ▶ Ministry of Environment and Forests, GoI
- ▶ Ministry of Information & Broadcasting, GoI
- ▶ Department of Environment, Govt. of NCT of Delhi
- ▶ Royal Norwegian Embassy, Ministry of Foreign Affairs, Govt of Norway
- ▶ National Biodiversity Authority
- ▶ Kerala State Biodiversity Board
- ▶ Directorate of Forest, Govt. of West Bengal
- ▶ Department of Forest, Govt. of Uttarakhand
- ▶ Department of Forest, Govt. of Rajasthan
- ▶ National Council of Science Museum

- ▶ Delhi Jal Board
- ▶ Indian Army
- ▶ Forest Department, Government of Madhya Pradesh
- ▶ National Film Development Corporation of India
- ▶ Vigyan Prasar, Department of Science and Technology, GoI
- ▶ Forest Department, Govt. of Uttarakhand
- ▶ Indian Air Force
- ▶ Indian Navy
- ▶ Indo Tibetan Border police Force

b. Corporate Sector and Public Sector Enterprises

- ▶ Essar Group
- ▶ Mahindra & Mahindra Limited
- ▶ Hindustan Petroleum Corporation Limited (HPCL)
- ▶ Indian Oil Corporation Limited (IOCL)
- ▶ Union Bank of India
- ▶ Steel Authority of India Limited (SAIL)
- ▶ Birla Edutech Limited
- ▶ ITC Hotels
- ▶ Indian Bank
- ▶ GAIL (India) Limited
- ▶ Alchemist Group
- ▶ Zee News Limited
- ▶ YouTube
- ▶ NTPC Limited
- ▶ Philips India Limited
- ▶ NDTV Limited
- ▶ GIZ
- ▶ The Telegraph
- ▶ Sahara TV

c. Research Institutions/ Academic Institutions/ UN Bodies/Civil Society Organisations/ Others

- ▶ International Association of Women in Radio and Television(IAWRT)
- ▶ Indian Women Press Corp
- ▶ Biome Environmental Trust
- ▶ Nature Environmental and Wildlife Society
- ▶ GVNML
- ▶ Titli Trust
- ▶ Plan India
- ▶ Jadavpur University
- ▶ Institute of Economic Growth
- ▶ Lalit Kala Academy
- ▶ IIMC
- ▶ Kushabhau Thakre Patrakarita Awam Jansanchar University
- ▶ Satyajit Ray Film & Television Institute
- ▶ Oxfam India
- ▶ United Nations Educational, Scientific and Cultural Organization (UNESCO)
- ▶ TVE Asia Pacific, Sri Lanka
- ▶ Nature Conservation Films, Netherlands
- ▶ Nature Conservation Foundation
- ▶ Montana State University, Bozeman, USA
- ▶ ICON Films, UK
- ▶ Aon Global Insurance Brokers Pvt Limited
- ▶ Loke Film, Denmark
- ▶ YouTube
- ▶ Aircel
- ▶ TATA Sky
- ▶ BBC Natural History, UK
- ▶ Norddeutscher Rundfunk (NDR), Germany
- ▶ Arri, Germany
- ▶ R.K Films & Media Academy
- ▶ Amity School of Communication
- ▶ International Institute of Mass Media
- ▶ Take Once School Of Mass Communication
- ▶ Delhi Film Institute
- ▶ Maya Academy of Animation Cinematics
- ▶ Editworks School of Animation & Mass Communication
- ▶ School of Convergence
- ▶ Indian Institute of Mass Communication (IIMC)
- ▶ Department of Mass Communication (Manav Rachna University)
- ▶ Centre for Research in Art of Film & Television (CRAFT)
- ▶ Shyam Lal College, DU
- ▶ Sri Venkateswara College, DU
- ▶ Acharya Narendra Dev College, DU
- ▶ Centre for Inter Disciplinary Studies of Mountain and Hill Environment, DU
- ▶ School of Environmental Sciences, JNU
- ▶ University School of Environment Management, Guru Govind Singh Indraprastha University
- ▶ Department of Geography, Jamia Milia Islamia
- ▶ Lingaya University
- ▶ Chanderprabhu Jain College of Higher Studies & Law
- ▶ Indian Law Institute
- ▶ The Indian Institute of Planning & Management
- ▶ Asia-Pacific Institute of Management

- ▶ Mahatma Gandhi Institute of Combating Climate Change

d. Eminent individuals and professionals

- ▶ Ms Ambika Soni, Hon'ble minister of Information and Broadcasting, Govt of India
- ▶ Ms Jayanthi Natarajan, Minister of Environment and Forests
- ▶ Ms Mira Mehrishi, Additional Secretary in the MoEF
- ▶ Her Excellency Ms Ann Ollestad, Ambassador of Norway to India
- ▶ Dr George Schaller, Vice President, Panthera, USA
- ▶ Mr Prakash Jha, Eminent Filmmaker
- ▶ Mr Basu Chatterjee, Veteran Film Director
- ▶ Mr Suresh Prabhu, Former Minister of Environment and Forests
- ▶ Mr Ramakant Goswami, Hon'ble Minister of Industries, Labour and Environment, Govt of NCT of Delhi
- ▶ Mr Suresh Prabhu, Former Union Minister, Govt of India
- ▶ Dr Abid Hussain, Former Indian Ambassador to the United States
- ▶ Ms Signe Gilen, Counsellor, Cooperation, Culture and Press, Royal Norwegian Embassy
- ▶ Prakash Jha, Eminent Filmmaker
- ▶ Mr. Håvard Hugås, Counsellor, Climate Change and Energy, Royal Norwegian Embassy
- ▶ Mr B M S Rathore, Joint Secretary, Ministry of Environment and Forests, GoI
- ▶ Mr Chandi Prasad Bhatt, Environmentalist
- ▶ Dr George Schaller, Vice President, Panthera
- ▶ Mr Barun Das, CEO, Zee News,
- ▶ Mr Rakesh Kumar Singhal, GM-Corporate Affairs, SAIL,
- ▶ Dr Dieter Mutz, Director, Advisory Services in Environment Management (ASEM), GIZ
- ▶ Mr N Srikrishna, CEO, Birla Edutech Limited
- ▶ Mr D K Deshpande, Executive Director-HSE, HPCL

- ▶ Dr Hakkan Tropp, Director, UNDP Water Governance Facility, Sweden
- ▶ Mr R K Sarangi, ED-Renewable Energy, IOCL
- ▶ Mr D S Tripathi, GM-North Zone, Union Bank of India
- ▶ Mr V Ramachandran, President, Corporate Affairs, Essar Group
- ▶ Mr Naresh Bedi, Conservation filmmaker
- ▶ Mr Rajesh Bedi, Conservation filmmaker
- ▶ Ms Anusha Rizvi, Film Director (Pipli Live!)
- ▶ Mr Evert Van Den Bos, GM, Nature Conservation Films, Netherlands.
- ▶ Dr A J T Johnsingh, Eminent Wildlife Biologist, Nature Conservation Foundation
- ▶ Ms Prerna Singh Bindra, Regional Coordinator, Tiger Programme, Panthera
- ▶ Mr Andie Clare, Director of Production, ICON Films, UK
- ▶ Mr Shyam Benegal, Eminent Filmmaker and Member of Parliament (Rajya Sabha)
- ▶ Mr Dennis Aig, Programme, Director, MFA Science & Natural History Filmmaking, Montana State University, Bozeman, USA
- ▶ Mr Bhupesh Kumar, Vice President - Aon Global Insurance Brokers Pvt Limited
- ▶ Mr Adam Schmedes, Managing Director, Loke Film, Denmark
- ▶ Mr Manan Singhi, Strategic Partner Manager, YouTube
- ▶ Mr Nikhil Sandhu, Senior Manager, Content Strategy and Content Acquisitions, Aircel
- ▶ Ms Monica Rawat, Product Manager, Marketing, TATA Sky
- ▶ Mr Theo Webb, Researcher, BBC Natural History, UK
- ▶ Dr R V Varma, Chairman, Kerala State Biodiversity Board (KSBB)
- ▶ Mr Ralf Quibeldey, Commissioning Editor -Nature and Wildlife, Norddeutscher Rundfunk (NDR), Germany
- ▶ Mr R K Dave, PCCF, Forest Department, Government of Madhya Pradesh

- Dr Balakrishnan Pisupati, Chairman, National Biodiversity Authority (NBA), Chennai
- Mr U M Sahai, PCCF (Wildlife), Department of Forest, Govt. of Rajasthan
- Mr Vikramjit Roy, General Manager, Film Production, National Film Development Corporation of India
- Dr TV Venkateswaran, Scientist E and Head: Audio Visual Division, Vigyan Prasar
- Mr Rajiv Bhartari, CCF (Ecotourism), Forest Department, Govt. of Uttarakhand
- Mr Franz Kraus, Managing Director, Arri, Germany
- Mr David Macdonald, Head of YouTube Partner Operations, ASIA PACIFIC
- Dr A K Raha, PCCF and Head of Forest Force, Directorate of Forest, Govt of West Bengal, Kolkata
- Prof Amaresh Chakraborty, Head, Direction and Screenplay Writing, Satyajit Ray Film and Television Institute (SRFTI), Kolkata
- Col Atul Pratap Singh, Director Ecology (Policy), Indian Army, New Delhi
- Ms Charu Jain, Co-Founder and Director, Advit Foundation, Gurgaon
- Mr Dinesh Agarwal, General Manager, CSR, National Thermal Power Corporation (NTPC), New Delhi
- Dr Gita Bamezai, Head, Communication Research, Indian Institute of Mass Communication (IIMC), New Delhi
- Ms Jai Chandiram, Managing Trustee, International Association of Women in Radio and Television (IAWRT), New Delhi
- Ms Jayanta Basu, Senior Journalist, The Telegraph, Kolkata
- Dr Kuldeep Sinha, Former Director General and CEO, Directorate of Film Festival (DFF) and CFSI, Mumbai
- Mr Laxman Singh, Founder and Chairman, Gram Vikas Navyuvak Mandal Laporiya (GVNML), Jaipur
- Ms Madhu Bhatnagar, Consultant, Environment Programme, The Shri Ram School (TSRS), Agra
- Ms Malti Shai, Former Director (Author and Film Expert), Directorate of Film Festival (DFF), New Delhi
- Ms Moushumi Dutt, Head, Corporate Communication, Philips India Limited, Gurgaon
- Ms Nandini Sahai, Director, International Centre Goa, Goa
- Dr O P Dewal, Reader, School of Journalism and New Media Studies, IGNOU, New Delhi
- Mr Paramjit Singh, CCF and Director Anti Poaching, Uttarakhand, Department of Forests, Government of Uttarakhand, Dehradun
- Mr R K Srinivasan, Technical Advisor, Water and Sanitation Unit, Plan India, New Delhi
- Mr Rajan Mahan, Senior Journalist, New Delhi Television (NDTV), Jaipur
- Mr Rakesh Ranjan, Input Head, Sahara Samay TV News Network, Noida
- Dr Ram Boojh, Professional officer Ecological and Earth Sciences, United Nations Educational, Scientific and Cultural Organization (UNESCO), New Delhi
- Dr Ravi Chellam, Wildlife Biologists and Conservation Scientist, Bangalore
- Ms Roma Balwani, Sr Vice President and Group Head – Corporate Communications, Mahindra and Mahindra Limited, Mumbai
- Mr S Vishwanath, Trustee, Biome Environmental Trust, Bangalore
- Mr Samrendra Kumar, Head, Regional Science City, National Council of Science Museum, Lucknow
- Dr Vivek Kumar, Senior Adviser, Environment, Climate and Energy, Royal Norwegian Embassy (RNE), New Delhi
- Ms Sanjam Cheema, Consultant (PR), Delhi Jal Board (DJB), New Delhi
- Mr Sanjay Pathak, General Manager, Corporate Affairs, Alchemist Group, New Delhi
- Mr Sanjay Sondhi, Founder Trustee, Titli Trust, Dehradun

- ▶ Mr Santosh Gupta, Head, Environment, Essar Group, Mumbai
- ▶ Ms Saroj Nagi, President, Indian Women Press Corp, New Delhi
- ▶ Dr Shahid Ali, Reader and Head, Kushabhau Thakre Patrakarita Awam Jansanchar University, Raipur
- ▶ Ms Shyamashree Dasgupta, Global Change Programme, Jadavpur University, Kolkata
- ▶ Ms Suchitra Singh, Enabler – Community Service and Environment, Gurgaon
- ▶ Ms Sonal Desai, General Manager - Corporate Social Responsibility, Hindustan Petroleum Corporation Limited (HPCL), Mumbai
- ▶ Mr U M Sahai, PCCF(Wildlife) Rajasthan, Department of Forest, Govt of Rajasthan Jaipur
- ▶ Ms Vanita Suneja, Economic Justice Lead Specialist, Oxfam India, New Delhi

10.2.9 Thematic Green Film Packages

CMS Environment will produce new thematic packages of films based on the CMS VATAVARAN 2011 nominations and awards. For this, CMS Environment will enter into agreement with concerned filmmakers and producers. The new packages will be made on the following themes;

- ▶ Biodiversity Conservation
- ▶ Climate Change and Sustainable Technologies
- ▶ Water

The thematic packages is aimed at long term capacity-building and a behaviour change tool for students, research scholars and training colleges in India and abroad.

10.2.10 Publications

The Festival Directory 2011 is the most prized publication of every competitive edition of CMS VATAVARAN. It has the details of films entered into the festival in various categories, details of people behind the festival, supporters and sponsors.

Like the previous edition in 2009, the new directory has been produced on chlorine-free and wood-free baggase paper. The Festival Directory 2011 was released by Her Excellency Ms Ann Ollestad, Ambassador of Norway to India during the inaugural ceremony. The directory was provided to all the registered delegates and eminent individuals who attended the festival. It will be distributed widely during various travelling editions of the festival and other environmental forum to government officials, judiciary, associations, filmmakers, conservationists, corporate, media etc.

10.2.11 Travelling Film Festival

The festival has facilitated in creating a network of individuals and organisations from cities like Dehradun, Gangtok, Goa, Hyderabad, Jaipur, Kolkata and Raipur where the 2012 travelling film festivals will be held.

10.3 Accolades

“A wonderful learning experience for me a world class selection of very diverse film on environment encompassing both land and ocean.”

Nandini Sahai, Director, ICG, Goa
Member, 2011 Nomination Jury

“Vikas ki filmo ka Zimma sahi hathon me gaya hai.”

Laxman Singh, Founder and
Chairman GVNML Jaipur Member,
2011 Nomination Jury

“Watching various forms of wildlife and marine life in these 30 films band on Biodiversity (International) and Series (based on Environment and Wildlife) Part I – International was simply fantastic and learning experience. I wish to be associated with such events in future also.”

U M Sahai, PCCF (Wildlife), Rajasthan, Department of Forest, Govt of Rajasthan Jaipur Member,

2011 Nomination Jury

“CMS VATAVARAN is an excellent platform for environment enthusiasts to connect, learn, showcase, and contribute.”

Suchitra Singh, PMP, Gurgaon Member,
2011 Nomination Jury

“The exemplary standards displayed by 'The Team: CMS VATAVARAN' during the 'Environment & Wildlife film festival & forum 2011' is an effusive rendition of their commitment to the cause of conserving our eco-system. My complements to the 'Team: CMS VATAVARAN' for this vivifying experience.”

Col Atul Pratap Singh, Director, Ecology (policy),
Indian Army, New Delhi Member,
2011 Nomination Jury

“VATAVARAN - Creating a world for better future.”

Kuldeep Sinha, Former Director General and CEO,
Film Division, Mumbai and CFSI, Mumbai Member,
2011 Nomination Jury

“The films submitted for 6th CMS VATAVARAN – Environment & Wildlife Film Festival and Forum 2011, were found to be impressive and equally effective as far as the issues concerning environment and wildlife.

While bringing out the present day reality, some of them have shown amazing command over the use of cinematic language which deserves praise and applaud. Most of these films have displayed immense maturity in respect of content and form as well.”

Ashok Rane, Film Academician and Film Critic
Member, 2011 Award Jury

“CMS VATAVARAN has put together a great selection of films. They need to be congratulated on the excellent work they have done in bringing these brilliant films to the general public.”

Bikram Grewal, Trustee, Wildlife Protection
Society of India and Publisher Member,
2011 Award Jury

“The jury had the pleasure of watching a total of seventeen films in nine different categories in the international section of CMS VATAVARAN, 2011. The films were a good blend of blue-chip natural history, low-budget environment films, fiction docu-dramas and even experimental art films, many of which displayed nuanced research, aesthetic camerawork, a strong script and innovative story telling!.”

Sanjay Barnela, Filmmaker,
Moving Images Member, 2011 Award Jury





11 Feedback

11.1 Report on the Participants and Delegates Feedback on 6th CMS VATAVARAN

The 6th competitive edition of CMS VATAVARAN: Environment & Wildlife Film Festival and Forum was also an occasion to celebrate 10 years of this prestigious festival. The first edition was organised in 2002 and the second one in 2003. From the year 2003 onwards, a decision was taken to make it a biennial festival. The year 2004 was another milestone in the history of this festival – a new feature – called the travelling edition was introduced. The objective of the travelling edition was to reach out to different parts of the country where there is a similar need for creating environmental awareness, share concerns, and build forums for exchange of expertise. CMS VATAVARAN became international festival in the year 2007, thereby extending the forum to filmmakers from all over the world. In the inaugural year itself, the festival received 55 entries.

Each festival is an occasion to reflect upon what is working and what is not. The 6th edition of CMS VATAVARAN was a departure from the earlier editions in two respects. Firstly, a separate edition for children was organised parallel at the prestigious National Science Centre. Secondly, a first ever Summit of Asian filmmakers and international programme heads, buyers and commissioning editors was organised as an integral part of the festival. The Asian Summit was a unique B2B platform for commissioners, production houses, broadcasters/channels, financial institutions and filmmakers.

The year 2011 also marked an experiment with a completely new venue. The India Habitat Centre, Lodhi Road has traditionally been host to CMS VATAVARAN since 2003. The 2011 venue was New Delhi Convention Centre – a state-of-art auditorium nestled in the heart of New Delhi, popularly known as Connaught Place.

The initiatives and experiments conducted in 2011 festival made it imperative on part of CMS to take feedback from the participants. A short-structured questionnaire was thus developed. for taking the feedback.

11.1.1 The objective of the feedback from participants was to:

- ▶ assess participants' satisfaction
- ▶ identify the gaps between planning and execution
- ▶ undertake course-correction wherever required

In total 93 respondents gave their valuable feedback through the questionnaires. Out of 93 respondents, 32 were festival delegates and rest 61 were film screening participants (Refer Table 1).

Table 56: Type of Participants

Participants	Number	Percentage
Festival Delegates	32	34%
Film Screening Participants	61	66%
Total	93	100%

Fig 2: Participants' feedback about Inaugural Ceremony

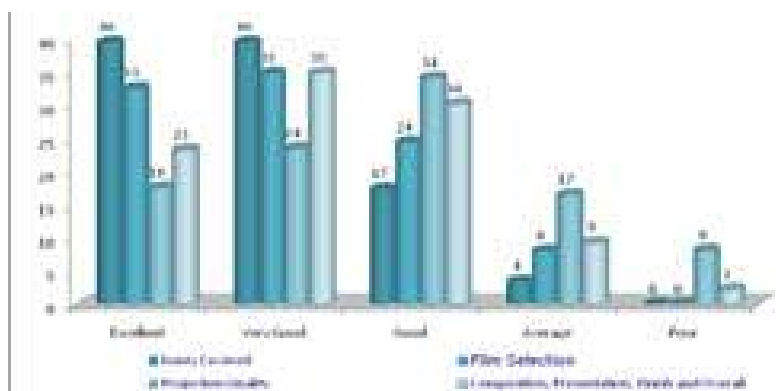


Inaugural Ceremony: The feedback on inaugural ceremony was sought on three parameters i.e. Presentation, Guests and Time Management. The feedback analysis shows that majority i.e. 27-46% of the participants ranked the ceremony as 'very good' while 24-28% ranked it as 'Good'. Around 20-22% also opined that inaugural was excellent but at the same time some 10-14% ranked it as average while 5-14% marked it as poor. **(Refer Fig 2)**

Film Screenings: Issues covered, film selection, projection quality and overall composition, presentation and finish were the key indicators on which response was taken from the participants.

- **Issues covered:** Participants who attended the film screenings, 40% of them were of the view that issues covered through films were 'excellent' while another 40% considered it as 'very good'. There was no poor ranking given on this criterion.
- **Selection of films:** Approx 35% ranked it 'very good', 33% 'excellent' and 24% 'good'. For 8% participants it was 'average' selection of films.
- **Projection quality** was reported 'good' by 34% of the participants, 'very good' by 23% and 'excellent' by 18% participants.
- **Regarding composition, presentation, finish and overall**, 35% ranked it as 'very good', 30% as 'good' and 23% rated it as 'excellent'. 'Average' and poor composition, projection and finish were stated by 9% and 2% participants respectively.

Fig 3: Participants' feedback about Film Screenings

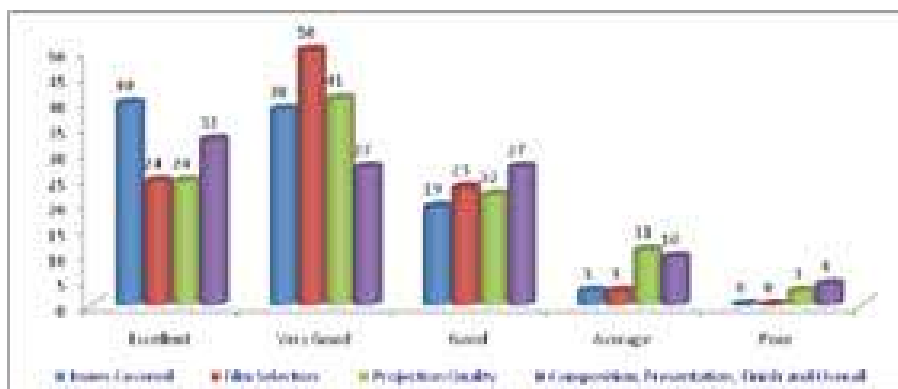


11.1.2 Panorama of Norwegian Green Films

The participants of the Panorama of Norwegian Green films were asked about their perception on issues covered, film selection, projection quality and composition. The following analysis emerged from the given criteria:

- ▶ **Issues covered:** around 39.7% of the respondents were of the view that the issues covered were 'excellent' while 19.2% felt that the issues covered were 'good' and for 2.7% they were of 'average' quality.
- ▶ **Film Selection:** For 50% of the respondents the film selection was 'very good' while 24.3% felt that it was an 'excellent' selection. Only 2.7% said that it was an 'average' selection.
- ▶ **Projection quality:** Under projection quality, 10.8% of the respondents felt that it was of average quality while 40.5% of the respondents said the selection was 'very good' also 2.7% of the respondents said that projection was of 'poor' quality.
- ▶ **Composition, Finish and overall:** 32.4% of the respondents felt that composition, presentation and overall finish of the Norwegian green films was 'excellent' while 27% were of the view it was 'good', 9.5% also said that it was just an 'average'.

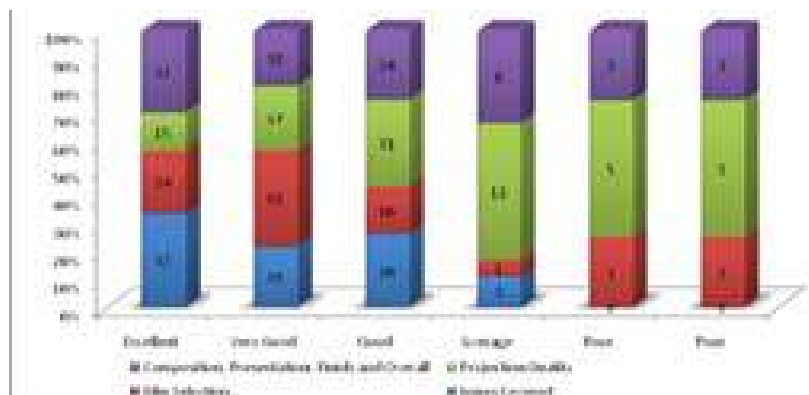
Fig 4: Participants' feedback about Panorama of Norwegian Green Films



11.1.3 Best of World Natural History and Conservation Cinema

- ▶ **Issues covered:** 36.5% of the participants who attended best of world natural history and conservation cinema were of the view that issues covered through films were 'excellent' while another 35.1% considered it as 'very good'. No 'poor' ranking was given in this field.
- ▶ **Selection of films:** Approx 55.4% ranked the selection of films as 'very good', 24.3% as 'excellent' and 16.2% as 'good'. For 1.4% participants it was an 'average' selection of films.
- ▶ **Projection quality** was reported 'good' by 30.7% of the participants, 'very good' by 37.3% and 'excellent' by 14.7% participants.
- ▶ **Regarding composition, presentation, finish and overall,** 32.4% ranked it 'very good', 24.3% 'good' and 32.4% as 'excellent'. 'Average' and 'poor' rating was given by 8.1% and 2.7% participants respectively.

Fig 5: Participants' feedback about Best of World Natural History and Conservation Cinema

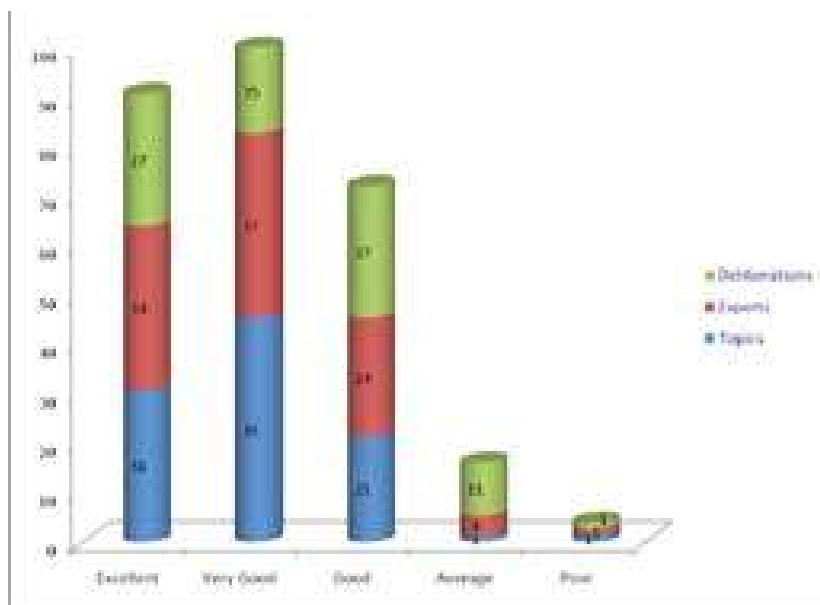


11.2 Open Forum

The participants of the open forum were asked about their perception on the forum topics, experts and deliberations

- **Topics:** Among the participants who attended open Forum 30.7% were of the view that the selection of topic for the open forum was 'excellent' and 45.3% believed it to be 'very good'. An equal percentage of around 1.3% found it to be 'average' and 'poor' simultaneously.
- **Experts:** 37.3% believed that the experts in the open forum were 'excellent' while 4% believed to be of 'average' and among them 1.3% found the experts to be of 'poor' quality.
- **Deliberations:** On asking about the deliberations during the open forums 10.7% of the participants said it was of 'average' quality and 26.7% felt it to be of 'excellent' quality and 34.7% found the deliberations to be 'very good'.

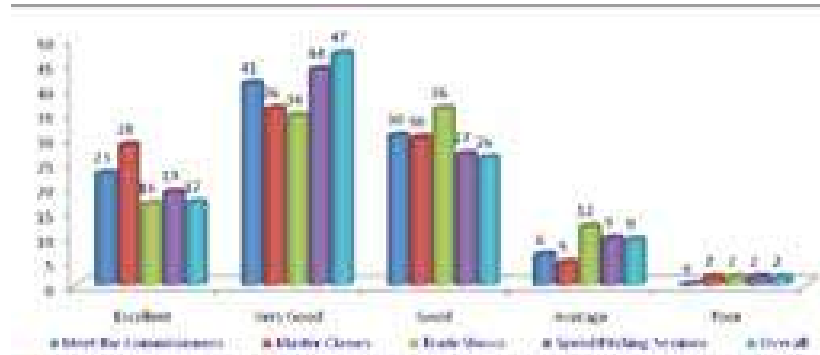
Fig 6: Participants' feedback on Open Forums



Asian Filmmakers Summit: The participants gave their feedback on the sessions: meet the commissioners; master classes, trade shows, speed pitching sessions and overall summit.

- ▶ **Meet the commissioners:** 22.7% participants ranked 'meet the commissioners' session as 'excellent'. For the 40.9% it proved to be 'very good' while none of them rated it as 'poor'.
- ▶ **Master Classes:** 35.8% of the participants were of the view that the master classes were 'very good' and 4.5% found them to be 'average' while at the same time 1.5% ranked it as 'poor'.
- ▶ **Trade Shows:** 34.3% of the participants had the opinion about the trade shows that it was 'very good' and 9.4% found it to be 'average' while 1.6% said ranked it as 'poor'.
- ▶ **Speed pitching sessions:** 18.8% of the participants rated speed pitching sessions to be 'excellent' while 43.8% rated it to be 'very good'. The percentage for 'average' and 'poor' ranking were 9.4% and 1.6% respectively.
- ▶ **Overall:** On asking about the overall feedback on the Asian filmmakers summit 47% believed that it was 'very good', 25% considered it as 'good' while just 1.5% marked it as 'poor'.

Fig 7: Participants' feedback on Asian Filmmakers Summit

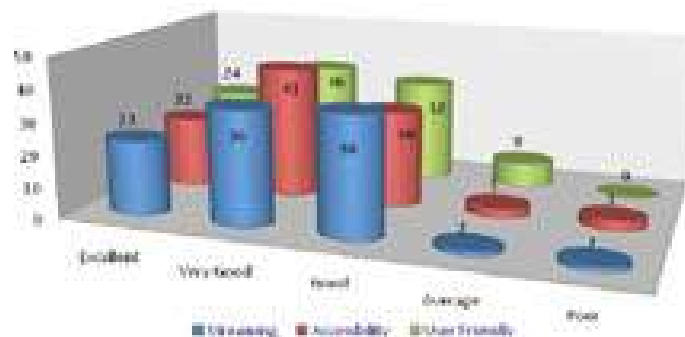


11.3 Film Booth

The participants at the film booth were asked about their perception on streaming of videos, accessibility and whether it was user friendly.

- ▶ **Streaming:** For 23.4% the streaming time of the videos was 'excellent' and 35.9% had the opinion that it was 'very good', while 1.6% felt it was 'average' and an equal percentage found it 'poor'.
- ▶ **Accessibility:** 41.3% had the opinion that the accessibility of the film booth was 'excellent' while at the same time 3.2% found it to be 'average' and 3.2% also reported accessibility to be 'poor'.
- ▶ **User Friendly:** On asking whether the film booth was user friendly, 24.2% reported it as 'excellent' and for 35.5% it was 'very good'. While 8.1% had the opinion that it was just 'average'.

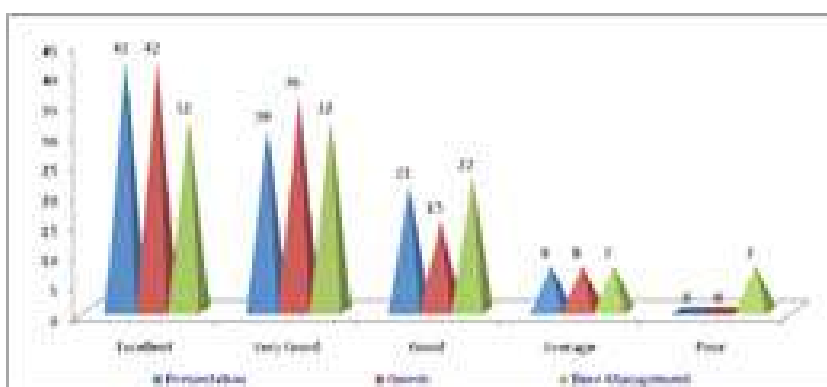
Fig 8: Participants' feedback on Film Booth



11.4 Award Nite

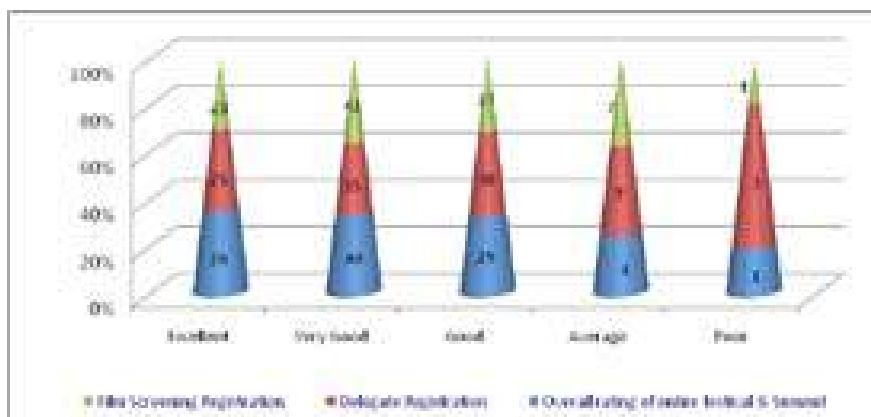
- **Presentation:** 41.5% believed that the presentation of the award ceremony was 'excellent' and 30.2% found it 'very good' while 7.5% had the opinion that it was just 'average'.
- **Guests:** Again 41.5% had the opinion that the guest invited for the award night were 'excellent' and 15.1% said they were 'good' while 7.5% marked them as 'average'.
- **Time management:** 7.4% found that the time management was 'poor' and an equal percentage of the participants marked the time management as 'average'. 22.2% participants considered it as 'good' while 31.5% supported the fact that award night was 'excellent'.

Fig 9: Participants' feedback on Award Nite



- **Overall rating of entire festival:** 26.4% of the participants give the overall rating of entire festival as 'excellent' while 39.6% it as 'very good', 'Average' and 'poor' rating was given by 4.4% and 1.1% respectively.
- **Delegate registration:** 25% rated delegate registration as excellent, 30.4% said it 'was good' and 6.5% felt it was just an 'average' affair.
- **Film screening:** On taking feedback on the film registration 22.8% rated it as 'excellent' and 42.4% said it was 'very good' while 6.5% felt it was 'average'.

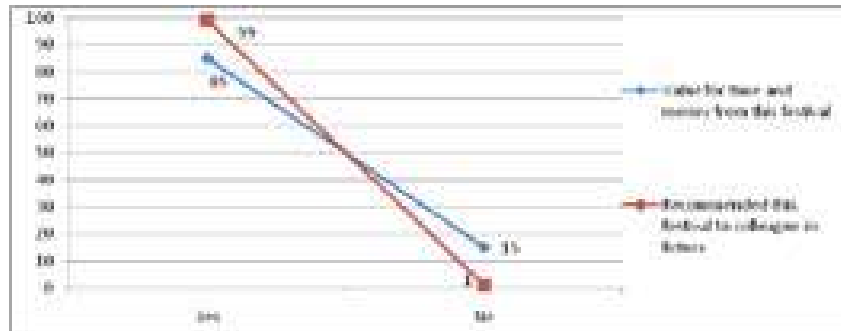
Fig 10: Overall rating of entire festival, summit and feedback about registration process



11.5 Value for Time and Money

In the last section of the questionnaire, the participants were asked whether the festival was value for time and money and in response to which 84.9% said 'yes' while 98.9% agreed to 'recommend' the festival to their colleagues in future.

Fig 11: Value for Time and Money



11.6 Overall Feedback and Suggestions

The feedback received on entire CMS VATAVARAN 2011 film festival from the delegates and film screening participants will help the festival organizers in improving upon the quality of future CMS VATAVARAN. Many delegates and participants have given a positive feedback and for them the festival was very informative, creative, a good learning experience. The festival facilitated in fostering collaborations and resulted in enriching and informative discussions between film commissioners, producers, broadcasters/ channel heads, financial institutions and filmmakers. *"The foremost thought that comes to mind after attending the festival and forum is that it is so wonderfully well organized. So many different events are so beautifully aligned. The festival organizers deserve huge kudos. A memorable experience indeed!"* was stated by one of the delegate.

Some of the participants commented on the technical glitches and suggested to improve the sound and tuning sync in the next edition. According to a participant, "Apart from technical glitches and time management problem to a certain extent, overall the festival was very good". Some participants gave their valuable feedback on the exhibitors, time management, etc.

Some of the feedback and suggestions quoted by delegates and participants are:

- It was a wonderful experience. I enjoyed it a lot. The opportunity to meet the most amazing people was one thing I will miss.
- It's nice to see so much effort being put in to bring up such a festival.
- The Asian Summit was great

- ▶ In National Science Centre, it was great to attend new programmes, meet new people and overall it was a good experience.
- ▶ The whole event in National Science Centre was an amazing experience and would definitely look forward to more such programmes.
- ▶ Good exposure to upcoming filmmakers. I was able to watch wonderful films. A good platform for all the filmmakers involved in wildlife and environment issues.
- ▶ There should have been two separate awards for newcomer (general) and newcomer students.
- ▶ Festival may be promoted at large scale as many people were not aware about the event.
- ▶ Organizing Asian Filmmakers Summit is a big initiative by CMS VATAVARAN. However it would be great if during the next festival such commissioning editors are also invited who actually look for films from independent filmmakers.
- ▶ There should be different category for newcomers for submitting entries on animation and documentary. Animation films should not be judged along with the documentary films.
- ▶ The children section should be organised at the same venue where the main festival is held.
- ▶ Selection of films should have been little better for children according to their age. There should be proper breaks for lunches and refreshment in between the film screenings.
- ▶ The limitation in this festival is excessive use of English. It limits the festival to only upper strata of the society. Please bring out the films in all regional languages, or at least in Hindi





Annexures

Inaugural Ceremony, Convention Centre



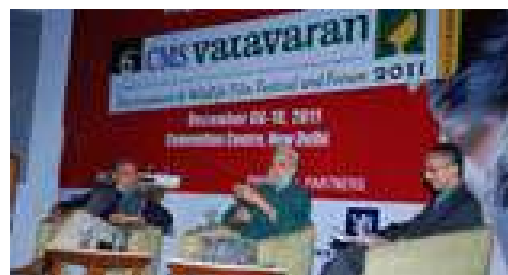
H E Ms Ann Ollestad, Ambassador of Norway to India, Releasing the Festival Directory



H E Ms Ann Ollestad, Ambassador of Norway to India , Giving Away the Prithvi Ratna Award to Mr Ashish Chandola



Dr A J T Johnsingh, Ms Prerna Singh Bindra and Dr George Schellar



Mr Nalaka Gunawardene , Mr Naresh Bedi and Rajesh Bedi



Ms Mitu Varma, PANOS , Giving Away the CMS-PANOS Young Environment Journalist Award in Print Media Category to Ms Soma Basu, The Statesman, Kolkata



Ms Mitu Varma, PANOS , giving away the CMS-PANOS Young Environmental Journalist Awards in Electronic Media category to Mr C Kumar, Manorama News, Mumbai

Film Screenings and Open Forum, Convention Centre



Dr A J T Johsingh, Mr Krupakar B S and Mr Senani Hegde



Participants attending the Film Screenings



Panelists of Climate Change Open Forum



Indian Navy Officials attending Film Screenings



Cast and Crew of the Film 'Wind in the Banyan Tree'



Ms Akanksha Joshi, Filmmaker

Best of World Natural History and Conservation Cinema, Convention Centre



Participants Attending the Best of World Natural History and Conservation Cinema



Participants of the Best of World Natural History and Conservation Cinema

Asian Filmmakers Summit, Convention Centre



Dr George Schaller, Vice President, Panthera and Eminent Conservationist and Mr Praveen Singh, Eminent Wildlife Filmmaker



Ms Signe Gilen and Ms P N Vasanti at the Inauguration of Asian Filmmakers Summit



Mr Shyam Benegal, Eminent Filmmaker and Member of Parliament (Rajya Sabha) and Mr Amar Kanwar, Filmmaker



Mr R K Dave, PCCF, Forest Department, Government of Madhya Pradesh



Delegate interacting with expert



Andie Clare, Director of Production, ICON Films, UK



Dr R V Varma, Chairman, Kerala State Biodiversity Board (KSBB) and Mr Suresh Elemon, Filmmaker



Mr Franz Kraus, Managing Director, Arri AG, Germany with the Participants



Mr David Macdonald, Head of YouTube Partner Operations, Asia Pacific, taking the session



Participants attending the Asian Filmmakers Summit



Mr Ralf Quibeldey, Commissioning Editor- Nature and Wildlife, Norddeutscher Rundfunk (NDR) Germany, interacting with the filmmaker



Mr Evert van den Bos General Manager, Nature Conservation Films, Netherlands, taking the session

Annexure 1 Glimpses of CMS VATAVARAN 2011

Award Ceremony, Convention Centre



Shri Chandi Prashad Bhatt and Mr. Håvard Hugås Presenting the Livelihoods Award



Mr Rakesh Kumar Singhal, GM – Corporate Affairs, SAIL and Shri Ramakant Goswami, Hon'ble Minister of Industries, Labour and Law & Justice giving away the SAIL Climate Change and Sustainable Technologies Award



Dr Dieter Mutz, Director, Advisory Services in Environmental Management (ASEM), GIZ & Shri Ramakant Goswami, Hon'ble Minister of Industries, Labour and Law & Justice giving away award 3



Filmmaker Vishaal Nityanand receiving the Essar best of the Festival Award by Mr. V Ramachandran, President - Corporate Affairs, Essar Group and Smt Ambika Soni, Minister of I&B



Filmmaker Senani Hegde receiving the award by Mr Barun Das, CEO, Zee News



Mr B M S Rathore, Joint Secretary, MoEF and Shri Chandi Prasad Bhatt, Eminent Environmentalist giving away the Best Cinematography Award



Mr D K Deshpande, Executive Director- HSE, HPCL giving away the HPCL Water for All Award



Mr D S Tripathi, GM-North Zone, Union Bank of India & Smt Ambika Soni, Hon'ble Minister of Information & Broadcasting giving away the AWARD



Mr Rakesh Kumar Singhal, GM – Corporate Affairs, SAIL announcing the SAIL Climate Change and Sustainable Technologies Award



Mr. V Ramachandran, President - Corporate Affairs, Essar Group, announcing the Essar Best of The festival Award



Praveen Singh receiving the award by Mr S K Sarangi, ED-Renewable Energy, IOCL & Smt Ambika Soni, Hon'ble Minister of Information & Broadcasting, Govt of India



Mr N Srikrishna, CEO, Birla Edutech Ltd & Chief Guest Shri Ramakant Goswami, Hon'ble Minister of Industries, Labour and Law & Justice, giving away the award

Annexure 1 Glimpses of CMS VATAVARAN 2011

Green Cinema, National Science Centre



School Students and thier parents participating in the Green Cinema Screening



Film Screenings at National Science Centre



Participants Watching Green Cinema



School Students watching Green Cinema



Participants getting thier registration done for Green Cinema



Filmmaker interacting with the audience

Biodiversity Primer: Workshop for Teachers, National Science Centre



Participant Teachers



Ms P N Vasanti, Director, CMS



Briefing of the Participant during the workshop



Teachers participating in group work



Participant displaying their group work



Certificate Distribution

Filmmaking and Editing Workshop, National Science Centre



Camera handling session



Filmmaker Gurmeet Sapal interacting with the participants



Mr Niranjan Khatri, GM, Quantity Welcomenviron Initiatives, ITC Hotels Ltd



A student shooting his film at Asola Wildlife Sanctuary



Students editing the film shot by them



Filmmaker Gurmeet Sapal distributing Certificates

Cartoon Making Workshop, National Science Centre



Mr Sharad Sharma, briefing the participants



Students participating in the workshop



Media coverage at the workshop



A student making his comic at the workshop



A student displaying her work



Mr Sharad Sharma, distributing certificates

Creative Expression Competition and Exhibition, National Science Centre



A Exhibit displayed at National Science Centre



Students watching Creative Exhibits



Exhibit of Poorna Prajna Public School, Vasant Kunj, New Delhi



Student participants



Parents having look at the exhibits



Prize Distribution



6th CMS vatavaran

Environment & Wildlife Film Festival

06 – 10 DECEMBER 2011, NEW DELHI

CALL for Entry

EXTENDED FINAL DEADLINE

July 31 2011



16 Indian Awards in
10 Categories
11 International Awards in
10 Categories
and
**PRITHVIRATNA
AWARD**

AWARD MONEY

₹ 50,000/-
to
₹ 1,50,000/-
(Indian filmmakers only)

INDIAN AND INTERNATIONAL AWARDS & CATEGORIES

- | | |
|---|--|
| ■ Best of the Festival Award | ■ Films for Children |
| ■ Prithvi Ratna Award | ■ Newcomer |
| ■ Biodiversity | ■ Animation |
| ■ Climate Change and Sustainable Technologies | ■ Livelihoods |
| ■ Environmental Conservation | ■ Public Service Announcements (PSA) |
| ■ Water for All | ■ Technical Excellence Awards <i>for Indian only</i> |
| ■ Series (based on Environment and Wildlife) | |

For submission of forms and guidelines contact:

CMS VATAVARAN, RESEARCH HOUSE

Saket Community Centre, New Delhi 110 017

P: 91-11-2686 4020 M: 91-98999 79169 F: 91-11-2696 8282

E: info@cmsvatavar.org, submission@cmsvatavar.org

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CMS *environment*

IN COLLABORATION WITH



www.cmsvatavar.org

Newspaper Advertisement

Annexure - 2

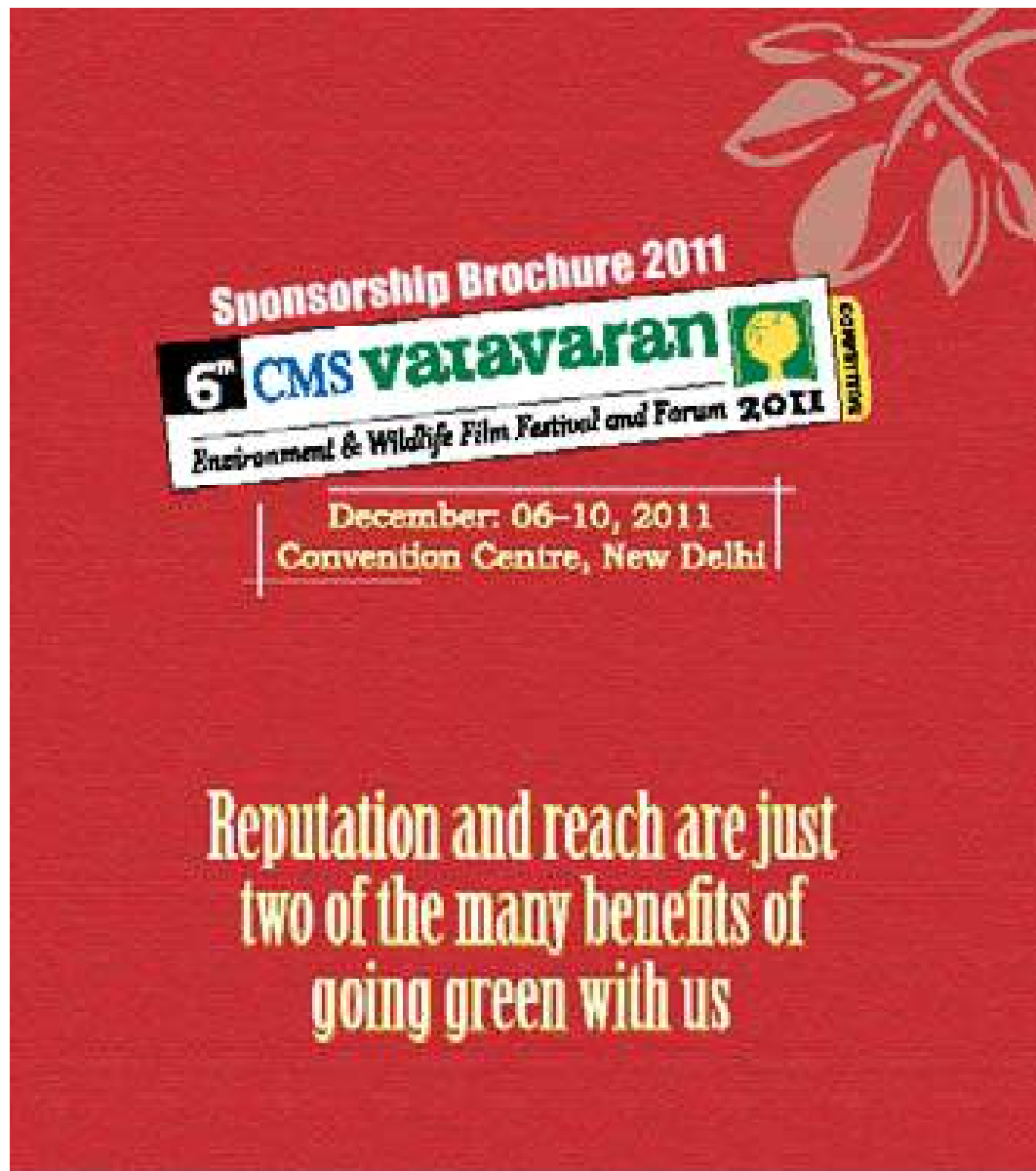
Annexure -3 Banners with eyelets





Annexure -4.1 Festival Brochure

Annexure -4.2 Sponsorship Brochure



Organised by

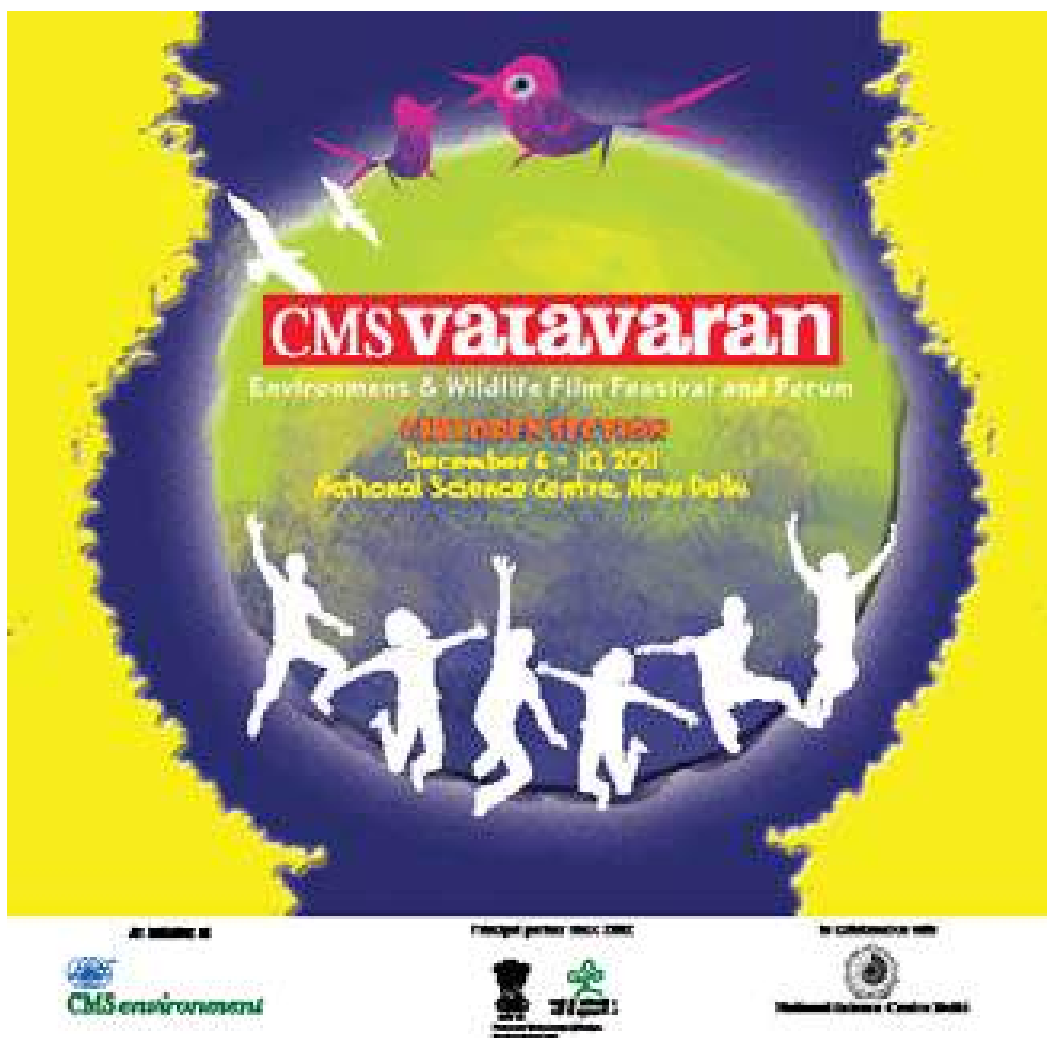


An initiative of



Principal partner since 2002





Annexure -4.3 Brochure (Children Section)

Annexure -4.4 Brochure (Children Section - Sponsorship Brochure)





Countdown Web banners

Annexure -5

Annexure -5 Countdown Web banners





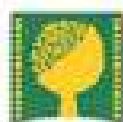
For submission forms and guidelines contact:
CMS VATAVARAN RESEARCH HOUSE, Saket Community Centre
New Delhi 110 017, India P: 91 11 2499 3097-95, F: 91 11 2499 3104
E: info@cmsvatavaran.org, submissions@cmsvatavaran.org
Enter online: www.cmsvatavaran.org, www.vatavaran.com



Annexure -6.1 Digital Mailer (Deadline – March 31, 2011)

Annexure -6.2 Digital Mailer (Deadline – May 31, 2011)





6th CMS Vatavaran

Environment & Wildlife Film Festival and Forum

06 – 10 DECEMBER 2011, NEW DELHI

2011
COMPETITIVE

AWARD MONEY

₹50,000/- to ₹1,50,000/-

(Indian Rupees only)

16 Indian Awards in
10 Categories

11 International Awards in
10 Categories



PRITHVI RATNA
AWARD

INDIAN AND INTERNATIONAL AWARDS & CATEGORIES

- Best of the Festival Award
- Prithvi Ratna Award
- Bio-diversity
- Climate Change and Sustainable Technologies
- Environmental Conservation
- Water for All
- Series (Based on Environment and Wildlife)
- Films for Children
- Newcomer
- Animation
- Livelihoods
- Public Service Announcements (PSA)
- Technical Excellence Awards (for Indian only)

DEADLINE EXTENDED

July 31 2011

Get lucky second time !

Juggling between film shoots, edit suite, studios, interviews, film festivals, meetings and conferences a conservation filmmaker's life is no less than a real life action packed drama. Given such a busy schedule, there are chances you might have missed the deadline for 6th CMS VATAVARAN 2011 for submitting your film.

It takes months of consistent efforts, weeks of painstaking field work, days of shoots and hours and hours of time spent in edit studios to make a brilliant film or documentary, and if it fails to be screened in a prestigious international film festival, it results in a big disappointment for the filmmaker and an insurmountable loss to the nature lovers.

We understand and value your efforts and to ensure your brilliant work reaches to a large cross section of people we have extended the deadline for submission to July 31, 2011.

So let not this chance go in vain. All you have to do is to log on to Withoutabox (<https://www.withoutabox.com/login/5855>) or download the entry form from our website (www.cmsvatavaran.org).



For submission forms and guidelines contact:
PRITHVI RATNA AWARD, RESEARCH CELL
Forest Conservation Division, New Delhi 110 002, India
or by e-mail: prithvi@cmsvatavaran.org or prithvi@cmsvatavaran.org

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Annexure -6.3 Digital Mailer (Deadline – July 31, 2011)



06 - 10 DECEMBER 2011, NEW DELHI

OFFICE USE
 Entry # _____
 Date Received _____

ENTRY FORM

Please read the Entry Guidelines carefully before filling up the Entry Form. Information provided in the Entry Form will be used for the 2011 Festival Directory and Programme Schedules etc. Use separate Entry Forms for each entry. If any field is inapplicable please write "N/A". Please write or print in block letters and tick where appropriate. Use separate sheets wherever required.

Our film can be entered in one category only. To select the category, please tick the appropriate box. In case you want the organisers to decide the category, please tick here ☐. Entrant please note that your entry could be from any genres (e.g. documentaries, fiction, animation, series etc.) however it must be based on Environment and Wildlife issues only.

CMS VATAVARAN INDIAN AND INTERNATIONAL AWARDS & CATEGORIES		
	Indian	International
1. Best of the Festival Award*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. People's Choice Award*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. Bio-diversity	<input type="checkbox"/>	<input type="checkbox"/>
4. Climate Change and Sustainable Technologies	<input type="checkbox"/>	<input type="checkbox"/>
5. Environmental Conservation	<input type="checkbox"/>	<input type="checkbox"/>
6. Water for All	<input type="checkbox"/>	<input type="checkbox"/>
7. Series (based on Environment and Wildlife)	<input type="checkbox"/>	<input type="checkbox"/>
8. Film for Children	<input type="checkbox"/>	<input type="checkbox"/>
9. Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
10. Animation	<input type="checkbox"/>	<input type="checkbox"/>
11. Livelihoods	<input type="checkbox"/>	<input type="checkbox"/>
12. Public Service Announcements (PSA)	<input type="checkbox"/>	<input type="checkbox"/>
13. Technical Excellence Award* for Indian only * Best Cinematography * Best Story * Best Editing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14. Environmental Journalist Award* (Print and Electronic) for Indian only	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

* You cannot enter for these awards

GENERAL INFORMATION

Original Title: _____

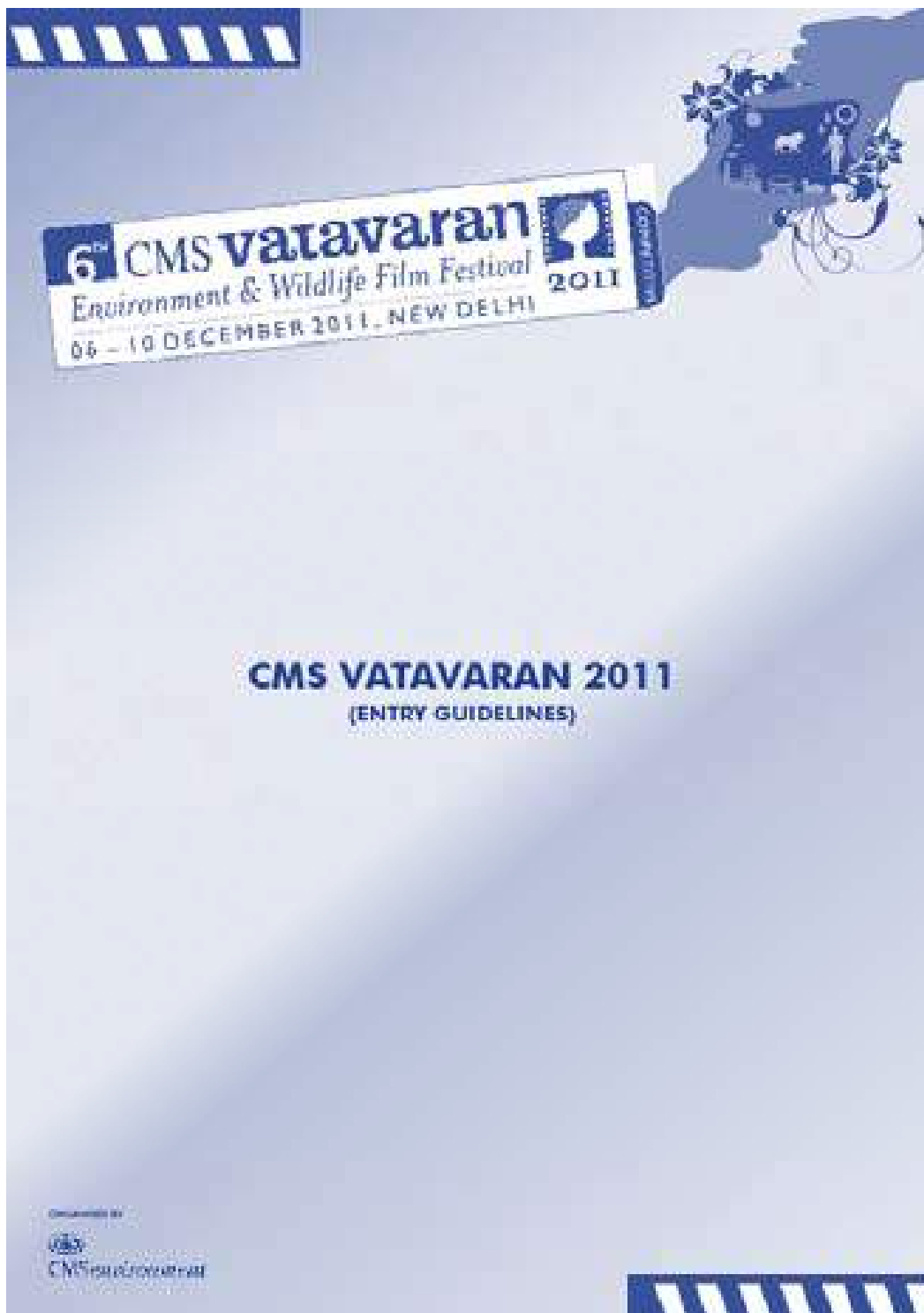
English Title: _____

Original Language: _____ English Subtitles ☐ Dubbed in English ☐

Running Time (in minutes): _____ Original Shooting Format: _____

Aspect Ratio: (4:3) ☐ (16:9) ☐ (others) ☐ _____

Year of production:



Annexure -7.2 Guidelines

Annexure -8 Leaflet for Wildscreen Film Festival

6th CMS VATAVARAN
Environment & Wildlife Film Festival
18-20 November 2011, New Delhi

Call for ENTRY

CMS VATAVARAN
India's premier environment and
Wildlife Film Festival & Environment Forum

18-20
November 2011
New Delhi, India

For more details contact:
CMS International
Bhambhani, Unit 101
Bhambhani Community Centre
Bhambhani Road, New Delhi 110028
Tel: +91 11 2646 2287/2288/2289
E: cms@cms-international.org

For submission details contact:
Mr. Namdeb Debbarh
namdeb@cmsvatan.org
18000 hrs. (toll-free helpline)

For press and photography information please visit:
www.cmsvatan.org / www.cmsvatan.org

www.cmsvatan.org

in association with
AICTE

supported by
Ministry of Environment and Forests
GOI

6th CMS Vatavaran Environment & Wildlife Film Festival 2011
14-20 NOV 2011, NEW DELHI

CALL FOR ENTRIES

Send your film and be part of the environment conservation movement. Win awards. Let your film travel far and wide and make a difference - by featuring in an exciting travelling film festival, through screenings at multiplexes, telecast on prime channels, and by being a powerful educational tool.

Categories	Open for all	Open for all
<ul style="list-style-type: none"> Animated Film Animation* Climate Change and Sustainable Technologies* Ecotourism Environmental Conservation* Environmental Health Film for Children* 	<ul style="list-style-type: none"> Forest for Life Livelihood Nature* Public Service Announcements ShaktiFilm* Water for All* Wildlife Conservation* 	<p>THE FESTIVAL OFFERS</p> <ul style="list-style-type: none"> Talent and accommodation for nominated Indian filmmakers Accommodation for international filmmakers <p>AWARD MONEY</p> <p>INR 50,000/- to INR 1,50,000/- (cash awards only)</p> <p>25 Awards in 14 Indian Categories 9 Awards in 3 International Categories</p>

*Categories open to International filmmakers also

DEADLINE 1st & 2nd 2010 REGULAR ENTRY ON 31, 2010 FINAL AWARD March 31, 2011

For submission forms and guidelines contact:
CHANDRAN K. MATHURAN, CMS New Country Centre
New Delhi 110019 India. Tel: 011-2610 1000. Fax: 011-2610 1001
Email: cms@cmsindia.org, cmsinfo@cmsindia.org

Enter online: www.cmsindia.org, www.vatavaran.org

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CMS environment

Annexure -9.1 Poster Call for Entry (January 2011)

Annexure -9.2 Poster Call for Entry (March 2011)



6th CMS Vatavaran

Environment & Wildlife Film Festival and Forum

06 - 10 DECEMBER 2011, NEW DELHI





CALL FOR ENTRY

FINAL DEADLINE
May 31 2011

16 Indian Awards in 10 Categories

11 International Awards in 10 Categories

PRITHVI RATNA AWARD

AWARD MONEY

INR 50,000/-
to
INR 1,50,000/-
(Indian film/shorts only)

INDIAN AND INTERNATIONAL AWARDS & CATEGORIES

<ul style="list-style-type: none"> • Best of the Festival Award • Prithvi Ratna Award • Bio-diversity • Climate Change and Sustainable Technologies • Environmental Conservation 	<ul style="list-style-type: none"> • Water for All • Series (based on Environment and Wildlife) • Films for Children • Newcomer • Animation 	<ul style="list-style-type: none"> • Livelihoods • Public Service Announcements (PSAs) • Technical Excellence Awards for Indian only
---	--	---

For submission forms and guidelines contact:
CMS VATAVARAN, RESEARCH HOUSE
 Saket Community Centre, New Delhi 110 017, INDIA
 P: 91-11-2646 4036 / M: 91-98999 79169 / F: 91-11-2646 4382
 E: info@cmsvatavaran.org, submissions@cmsvatavaran.org

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www.cmsvatavaran.org



Standee Banners



Send your film and be part of the environment conservation movement. Win awards. Let your film travel far and wide and make a difference - by featuring in an exciting travelling film festival, through screenings at multiplexes, telecast on prime channels, and by being a powerful educational tool.

THE UNIVERSITY OF CHICAGO PRESS

- Animal Film
- Animation*
- Climate Change and Sustainable Technology*
- EcoBusiness
- Environmental Conservation*
- Environmental Health
- Film for Children*
- Forest for Life
- Livelihood
- Nature*
- Public Service Announcements
- Student Film*
- Water for All*
- Wildlife Conservation*

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 105–112

THE FESTIVAL OFFERS

Travel and accommodation for constituted
Indian Ministers
Accommodation for International Visitors

Abstract

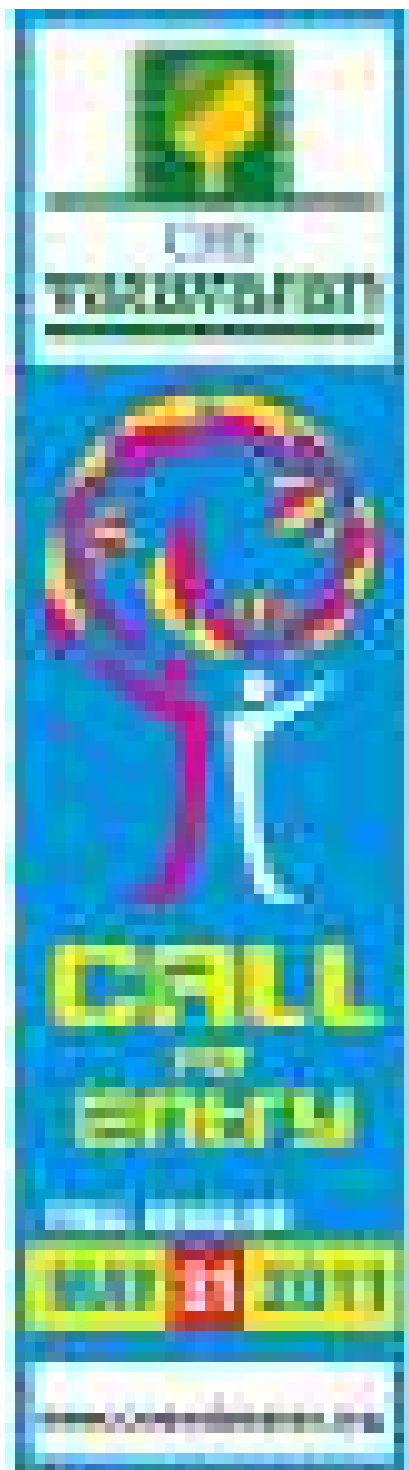
INFL 50,000/- to INFL 1,50,000/-
 (other amounts as per)

20 Awards in 14 Feature Categories
6 Awards in 4 International Categories

RECEIVED: 10/20/2011; REVISED: 11/20/2011; ACCEPTED: 12/1/2011.

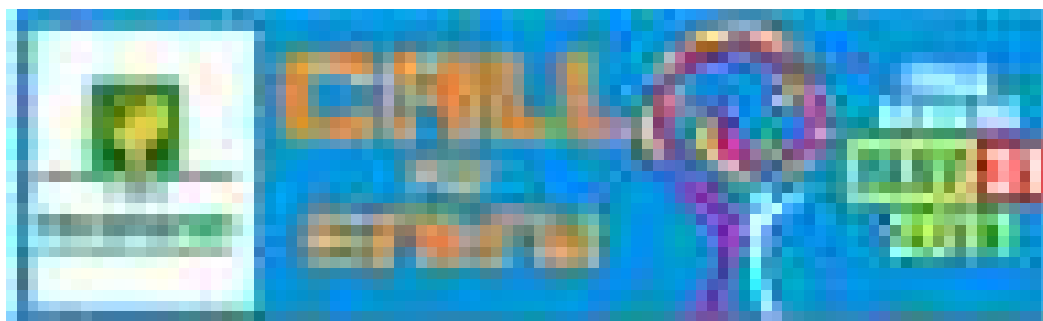
For submission forms and guidelines, contact:
Oncotarget, 15300 Central Expressway, Suite 500, Irvine, CA 92614, USA
Tel: +1-949-261-8171; Fax: +1-949-261-8172; E-mail: info@oncotarget.org
E-mail online: www.oncotarget.org
www.wileyupub.com

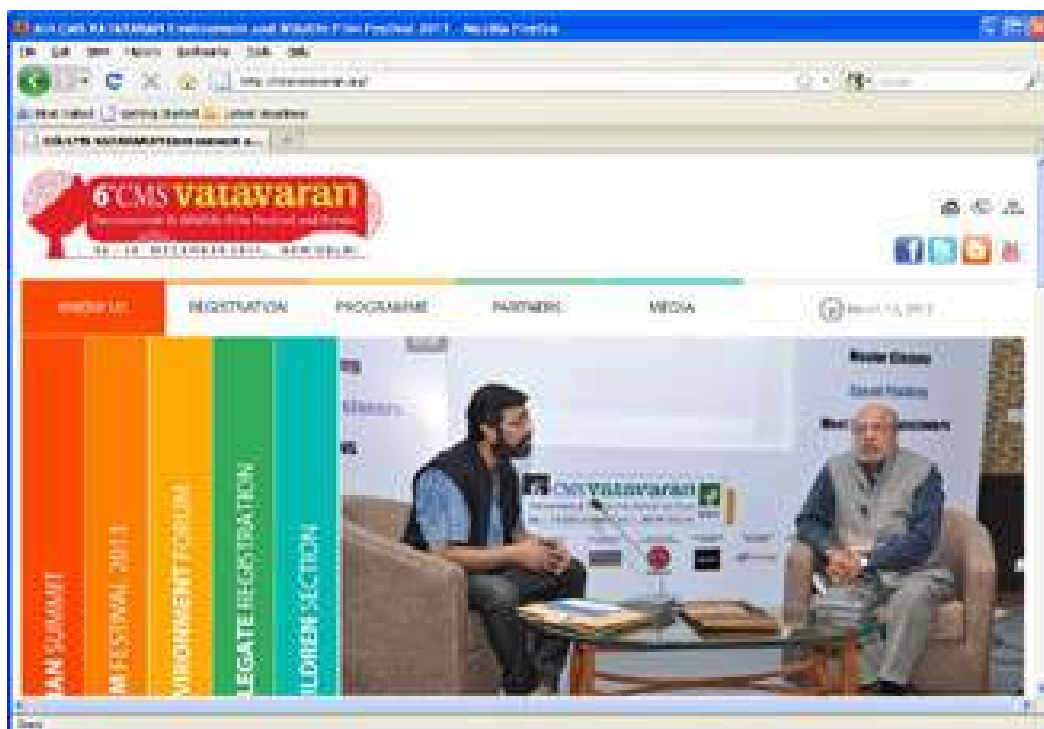




Annexure 11.1 Web Ads for Withoutabox

Annexure 11.2 Web Banner for Withoutabox





Annexure 12 Website

Annexure 13

Banner with eyelets



6th Nomination Jury Committee

24-27 Aug 2011, CMS RESEARCH HOUSE
Saket, New Delhi - 110017

CMS VATAVARAN Environment and Wildlife Film Festival



CMS VATAVARAN is India's premier festival and forum on environment and wildlife issues, initiated in 2002. The 6th biennial competitive edition of CMS VATAVARAN will be held in New Delhi from December 6-10, 2011. Over 200 green films on 10 environmental themes from world over will be screened and more than 15,000 people across different sections of the society will participate. Cash awards worth over 15 lakhs will be presented to filmmakers whose films will be recommended for awards by the eminent jury members. The theme of CMS VATAVARAN 2011 is Biodiversity Conservation and is in sync with India hosting the Convention on Biological Diversity (CBD) 11th Conference of Parties (CoP11) in October 2012.

CMS is an independent, not-for-profit, multi-disciplinary organisation dedicated to research-driven initiatives. It enables policy makers to make informed decisions on development and social change. It is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. CMS operates through specialised teams of professionals with multidimensional expertise.

Annexure 15

Standee banners





Badges

Annexure 16





Annexure 18 Standee banner

Annexure 19

Badges





Annexure 20 Standee Banner





Annexure 21 On Screen Branding



6th CMS Vatavaran

Environment & Wildlife Film Festival and Forum

06 - 10 DECEMBER 2011, NEW DELHI

2011
celebrations

1st ASIAN FILMMAKERS' SUMMIT

Be a part of the first ever summit of Asian wildlife filmmakers and international channel programme heads, buyers and commissioning editors and make your presence felt at the global platform. To be organised during 6th CMS VATAVARAN 2011 it's your big ticket to meet the bigwigs in environment and wildlife filmmaking industry.

Highlights:

- Pitching sessions
- Trade show
- Film Booth
- Expert classes
- Networking lunch/dinner

WHAT is it?

Asian Filmmakers Summit will act as an important platform for Asian filmmakers seeking international production assignments as well as a market for their film and creative skills. For international commissioning heads it will be an opportunity to meet current and new filmmakers and plan new assignments with them in Asian region.

WHO can be a part of it?

There will be presence of a large number of Asian filmmakers, global commissioners, acquirers and broadcasters in a number of pitching and networking sessions.

HOW to get there?

Two ways to be a part of the Asian Summit:

- Send your film in the 6th CMS VATAVARAN 2011 film festival before July 31, 2011 ([Click Here to download the entry form](#) or enter through [Withoutabox](#))
- Register as a delegate for Asian Summit 2011 by writing to narendar@cmsindia.org

To know more about the Asian Summit, delegate fee and participation in 6th CMS VATAVARAN 2011:

Contact: Narendar Nair
6th CMS VATAVARAN, 06-10 DECEMBER 2011
Tata Conference Centre, New Delhi 110017, INDIA
P. 011-2345-4000 or 011-2345-7142 or 011-2345-4001
E: narendar@cmsindia.org

ORGANISED BY



IN COLLABORATION WITH



www.cmsvatavaran.org





It's going to be a wild visual treat for nature lovers as India's premier environment and wildlife film festival, CMS VATAVARAN is back in with its 6th competitive edition. To be organised from December 6-10 CMS VATAVARAN will introduce a whole lot of new programmes and events this year.

Highlights of the Festival.

- Invite and International Film screenings
- Asian Summit of Conservation Filmmakers
- Open Forums on Biodiversity and Climate Change
- Master Classes (including a special class by Dr George Schaller)
- Trade show and Film Booth
- Best of World Conservation Cinema
- Award Ceremony and Networking Dinner

WHY you should be there?

- Watch best of environment and wildlife films from across the world
- Interact with biodiversity and climate change experts
- Biggest platform to network with filmmakers, international commissioning heads, producers and buyers
- Speed pitching sessions to put forward your proposals to international commissioners
- Plan co-production assignments in Asian region with other filmmakers and production houses
- Knowledge sharing and new information on technology and latest gadgets
- Best chance to gain the experience and expertise needed in the highly competitive field of conservation filmmaking

Registration Open
 Register online to participate in the festival. To register click <http://cmsvatavaran.org/delegates.php>
 For more information, please feel free to contact the undersigned.

Mr Anurag Kulkarni
 Delegate Registration Incharge
 M: 91 95822 54612
 F: 91 11 2666 4020 F: 91 11 2696 8280
 E: anurag@cmsvatavaran.org

ORGANISED BY:  **CMS Environment**

PRINCIPAL PARTNER SINCE 2002:  **Ministry of Environment and Forests**

HOSPITALITY PARTNER:  **ITC HOTELS**

www.cmsvatavaran.org

Annexure 22.2 Digital Mailers (Delegate Registration)

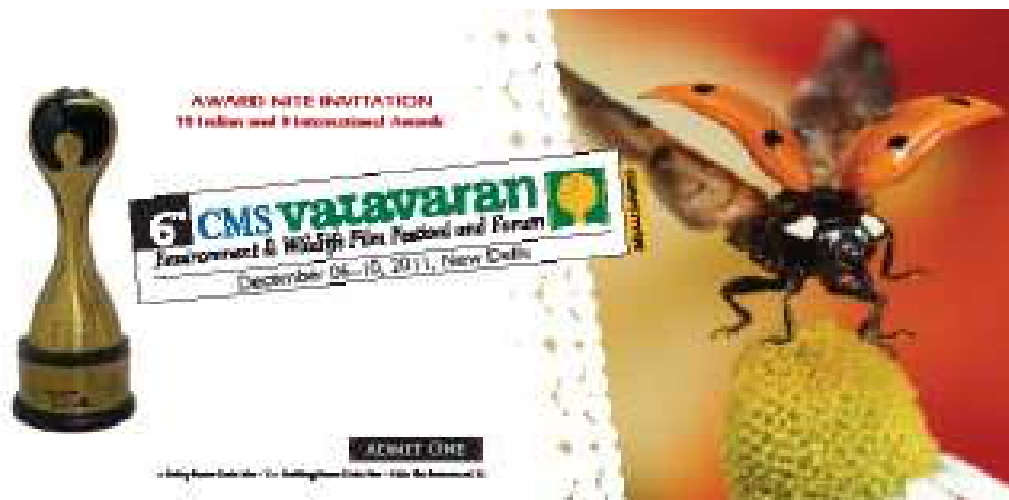
Annexure 23.1 Invitation Envelops

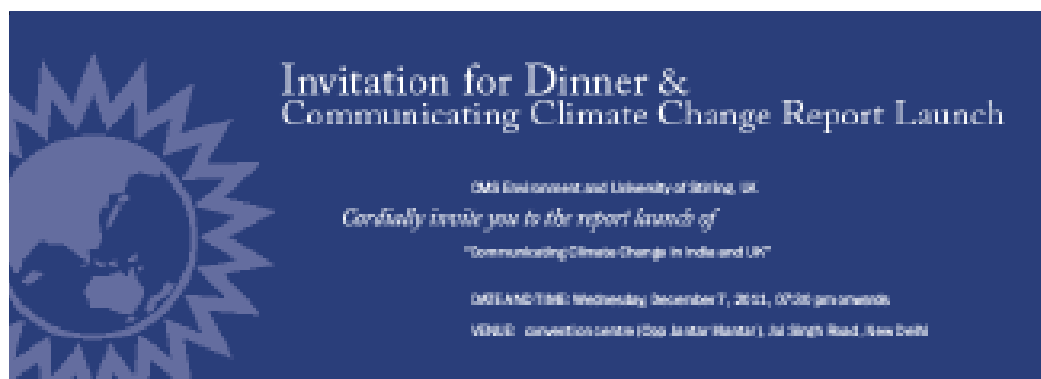




Annexure 23.2 Inaugural Ceremony Invitation Cards

Annexure 23.3 Award Nite Invitation Cards





Annexure 23.4 UKIERI Invitation Cards



PROGRAMMES IN NUTSHELL

Dec 6 > Inaugural Ceremony

Dec 7-10 > Panorama of Norwegian Green Films

Dec 7-10 > Best of World Natural History & Conservation Cinema Award Winning Films of

- CinémaFuturiste – Environmental Film Festival, ITALY
- Earth Vision, JAPAN
- Indiana Museum and Dinosaur Film Festival, PERU
- Jackson Hole Wildlife Film Festival, USA
- Wildlife Voices Festival, HONGKONG
- Yunnan Panda International Animal & Nature Film Festival, CHINA

Dec 7-10 > Asian Summit

Session Chairs

- Films as a tool in propagating Biodiversity Conservation
- Insuring your Production
- Multipatform – New Media
- Research – Underplayed & Underfunded
- Science and Natural History Filmmaking
- Setting up International Co-productions
- Story Telling – A Fine Art
- The Fourth Paradigm: Documenting the New Scientific Method
- The Power of Personalties – Personalised Films

Meet the Commissioners

- Archival Inc, USA (Invited)
- Department of Forest, Govt of Rajasthan
- Forest Department, Govt of Uttarakhand
- Department of Forest, Govt of West Bengal
- Discovery Channel (Invited)
- Films Division
- Kenya State Biodiversity Board (KSBB), Govt of Kenya
- Forest Department, Govt of Madhya Pradesh
- National Biodiversity Authority (NBA)
- National Film Development Corporation of India (NFDC)
- National Geographic (Invited)
- Nature Conservation Film, NETHERLANDS
- Norddeutscher Rundfunk (NDR), GERMANY
- Rajya Sabha TV (Invited)
- RTE, Asia Pacific, SRI LANKA
- Vigyan Prasar, Department of Science and Technology (DST)

Scale Shows

- Axi Camera, Lighting and DI, Germany
- Canon EOS R & HD Filming
- Sony HD Cameras, INDIA (Invited)
- YouTube (Invited)

Special Filming Sessions

Dec 9 > Award Night

Register online: www.cmsvatavaran.org

CMS Environment in collaboration with National Science Centre, New Delhi
Presents

CMS VATAVARAN
Environment & Wildlife Film Festival and Forum 2011
06 - 10 DECEMBER 2011, NEW DELHI

Highlights
Screenings of Best of Indian and International Green Films
Open Forum
• Biodiversity • Climate Change
Action Film Festival Forum
• Gender Issues • World for Sustainability • Trade Issues

CHILDREN SECTION PROGRAMMES
Special Screening for Children
Workshops
• Interactive • Storytelling • Video for Teachers • Drawing and Collage
Creative Expression Competitions for Schools

Venue for Children Section Programmes:
National Science Centre, Near Pragati Maidan, New Delhi
Rishi Kachhawa, M: 91 98999 77154, E: rishi@nscindia.org
Sandeep Srivastava, M: 91 98999 77155, E: sandeep@nscindia.org

For venue details and schedule of other programmes, please visit WWW.CMSVATAVARAN.ORG or call
Vishwapriya Bhatnagar, M: 91 98999 77153, E: vishwapriya@nscindia.org | Anand A. Jha, M: 91 98999 77152, E: anand@nscindia.org

Supported by: Ministry of Environment and Forests, Govt of India | Royal Norwegian Embassy

PARTICIPATION BY REGISTRATION ONLY

CMS Environment in collaboration with National Science Centre, New Delhi
Presents

CMS VATAVARAN
Environment & Wildlife Film Festival and Forum 2011
06 - 10 DECEMBER 2011, NEW DELHI

Highlights
Screenings of Best of Indian and International Green Films
Open Forum
• Nationality • Climate Change
Action Film-making Summit
• Media Round • Wildlife Roundtable • Trade Round

CHILDREN SECTION PROGRAMMES
Special Screening for Children
Workshops
• Trade Making • Nationality Poster for Teachers • Storytelling and telling
Creative Expression Competition for Schools

Venue for Children Section Programmes:
National Science Centre, Near Pragati Maidan, New Delhi
RBI Koshwala, M: 91 9899 79119, E: rkoshwala@nscindia.org
Sandeep Divakar, M: 91 9899 79119, E: sandeep@nscindia.org

On-Spot Registration
For Film Screening Forum, 06 to 07 DEC 2011
For Film Festival Round, 08 to 09 DEC 2011

For more details and schedules of other programmes, please visit WWW.CMSVATAVARAN2011.ORG or call
Vishwajit Ghoshal, M: 91 9899 79119, E: vishwajit@nscindia.org | Anand K Jha, M: 91 9822 03010 E: anand@nscindia.org

Supported by: Ministry of Environment and Forests, Govt of India | Royal Norwegian Embassy

Department of Environment, Government of NCT of Delhi and CMS Environment
Cordially invites you to

6th CMS Vatavaran
Environment & Wildlife Film Festival and Forum
December 06-10, 2011, New Delhi

Venue: Convention Centre
Jai Singh Road
(Opp Jantar Mantar)
New Delhi
a Entry from Gate No. - 3
a Parking from Gate No. - 4 (for the Basement 2)

Inaugural Ceremony
December 6, 2011 | 08:30 pm – 09:30 pm

Award Ceremony
December 9, 2011 | 08:30 pm – 09:30 pm

CHIEF GUESTS
Smt. Anshu Dahiya, Hon'ble Minister of Information & Broadcasting, Govt. of India
Smt. Sheila Dikshit, Hon'ble Chief Minister, Govt. of NCT of Delhi
Shri Prakash Jha, Hon'ble Film Minister

Festival Highlights

- ▶ SCREENINGS OF BEST OF INDIAN AND INTERNATIONAL GREEN FILMS
- ▶ OPEN FORUMS
 - Biodiversity
 - Climate Change
- ▶ ASIAN FILMMAKERS SUMMIT
 - Master Classes
 - Meet the Commissioners
 - Trade Shows
 - Film Booth
- ▶ EXHIBITIONS

An initiative of
CMS environment
Department of Environment & Forests
Government of Delhi
Bhagidari

Participation by registration only. For more details contact
Ushaajet Ghoshal, M: 91 8866 79099, E: ushaajet@cmsindia.org
Anand A Jha, M: 91 9822 54015 E: anand@cmsindia.org
or visit www.cmsvatavaran.org

Annexure 25.1 Delegate Registration (Online Delegate Registration Form)

The screenshot shows the CMS VATAVARAN website interface. At the top, there is a navigation bar with links: Home, About Us, Contact Us, Registration, and Login. Below the navigation bar, the page is divided into two main sections. On the left, there is a 'Logout' section with a 'Logout' button. On the right, there is a 'Registration Form' section. The form includes a 'Personal Details' section with a photo of a temple and a 'Registration Details' section with fields for Name, Email, Password, and Confirm Password. A 'Register' button is located at the bottom of the form.

The screenshot shows the CMS VATAVARAN website interface. At the top, there is a navigation bar with links: Home, About Us, Contact Us, Registration, and Login. Below the navigation bar, the page is divided into two main sections. On the left, there is a 'Logout' section with a 'Logout' button. On the right, there is a 'Delegate Registration Form' section. The form includes a 'Personal Details' section with a photo of a temple and a 'Registration Details' section with fields for Name, Email, Password, and Confirm Password. A 'Register' button is located at the bottom of the form.



Delegate Registration Form

Please complete this form in Block Letters and return by hand/post/Fax/e-mail to us

I. Registration Guidelines

- Only Registered Delegates are entitled to attend all the programmes (film screenings, master classes, expert talks, commissioners meets, pitching sessions and networking dinners)
- You are requested to register in advance as only limited seats are available
- The delegate fee DOES NOT include lunch, refreshments, accommodation, award-nite and delegate kit.
- Award Nite pass is complementary for delegates registering for all the five days
- Payment received through Bank Transfer or DD/Cheque will be sent a confirmation mail regarding registration separately
- Delegate passes are non-transferable. Please read our cancellation and refund policy
- All delegates must check-in at festival registration desk to receive their delegate badge and kit (if applicable)
- Visit our website www.cmsvatavaran.org for regular festival updates

II. Delegate Details

(If you are paying for more than one delegate, please take copy of this form and fill the section on separate form for each delegate)

DELEGATE CONTACT INFORMATION	
Name of the Delegate: _____	Sex/Profession: _____
Nationality: _____	ZIP/Postal Code: _____
Company: _____	Country: _____
Address: _____	Email: _____
City: _____	Landline No.: (CODE) _____
	Mobile: _____
	Fax: (CODE) _____
	Website: _____

CMSvatavaran

Environment & Wildlife Film Festival and Forum

CHILDREN SECTION

December 6 - 10, 2011

National Science Centre, New Delhi

REGISTRATION FORM FOR SCHOOLS

Ms Rini Mathew
Project Manager
CMS Environment
RESEARCH MOV'08
Saket Community Centre
New Delhi 110 017

Sub: Registration for CMS VATAVARAN 2011 (Children Section) at the National Science Centre, New Delhi

Dear Sirs,

Our school would like to participate in the 4th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum 2011 (Children Section), as per the details given below:

Programme	Participants	Registration Fee
Film Screening Date: _____ Time slot: _____	No. of students: _____ No. of teachers: _____	Entry Free
Biodiversity Primer Workshop for Teachers Date: 06 Dec 2011	No. of teachers: _____	₹ _____
Comic Making Workshop Date: 07 & 08 Dec 2011	No. of students: _____	₹ _____
Filmmaking and Editing Workshop Date: 09 & 10 Dec 2011	No. of students: _____	₹ _____
Total	No. of participants: _____	₹ _____

Please find enclosed a DD/Cheque No. _____ Dated _____ for Amount ₹ _____ payable to CMS Support Services (P) Limited, New Delhi.

Details of our contact person(s) are as follows:

Name of the School _____ Address _____
 _____ City _____ State _____ Pin _____
 Phone No. _____ Fax: _____ Email: _____
 Principal's Name _____ Mobile: _____
 Contact Teacher: _____ Mobile: _____

Yours Sincerely

(Signature of the Principal)

CMS Vatavaran

Environment & Wildlife Film Festival and Forum

CHILDREN SECTION

December 4 - 10, 2011

National Science Centre, New Delhi



REGISTRATION FORM

Ms. Ravi Reddy
Project Manager
CMS Environment
RESEARCH HOUSE
Baker Community Centre
New Delhi 110 017

Sub: Registration for CMS VATAVARAN 2011 (Children Section) at the National Science Centre, New Delhi

Dear Ms Ravi,

I / We would like to participate in the CMS VATAVARAN - Environment & Wildlife Film Festival and Forum 2011 (Children Section), at per the details given below:

Programme	Participants	Registration Fee
Film Screening Date: _____ Time slot: _____	No. of participants _____ (Children/ Guardians/ Parents)	Entry Free
Coinc Making Workshop Date: 04 & 05 Dec 2011	No. of participants _____	₹: _____
Filmmaking and Editing Workshop Date: 06 & 07 Dec 2011	No. of participants _____	₹: _____
Total	No. of participants _____	₹: _____

Please find enclosed a DD/ Cheque No. _____ Dated _____ for Amount ₹ _____ payable to CMS Support Services (P) Limited, New Delhi

Name of guardian/ parent: _____

Address: _____

City: _____ State: _____

Pin: _____ Phone No: _____ Mobile: _____

Fax: _____ Email: _____

Thanking you

Yours Sincerely

(Signature of the guardian/parent)

Annexure 25.4 Students Delegate Registration Form



CMS Vatavaran

Environment & Wildlife Film Festival and Forum

CHILDREN SECTION
December 6 - 12, 2011
National Science Centre, New Delhi

REGISTRATION FORM FOR BIODIVERSITY PRIMER: TEACHERS' WORKSHOP

Mr. Raj, Koolwaha
Project Manager
CMS Environment
RESEARCH PROJECT
Salari Community Center
New Delhi 110 007

Sub: Registration for Biodiversity Primer: Workshop for Teachers at National Science Centre, New Delhi

Dear Mr. Raj,

I would like to participate in Biodiversity Primer: Workshop for Teachers being organized in the 10th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum 2011 (Children Section)

Please find enclosed a DD/ Cheque No. _____ Dated _____ for Amount ₹ _____ payable to CMS Support Services (P) Limited, New Delhi.

Name: _____ Address: _____

City: _____ State: _____ Pin: _____

Phone No. _____ Mobile: _____ Fax: _____

Email: _____

Thanking you

Yours Sincerely

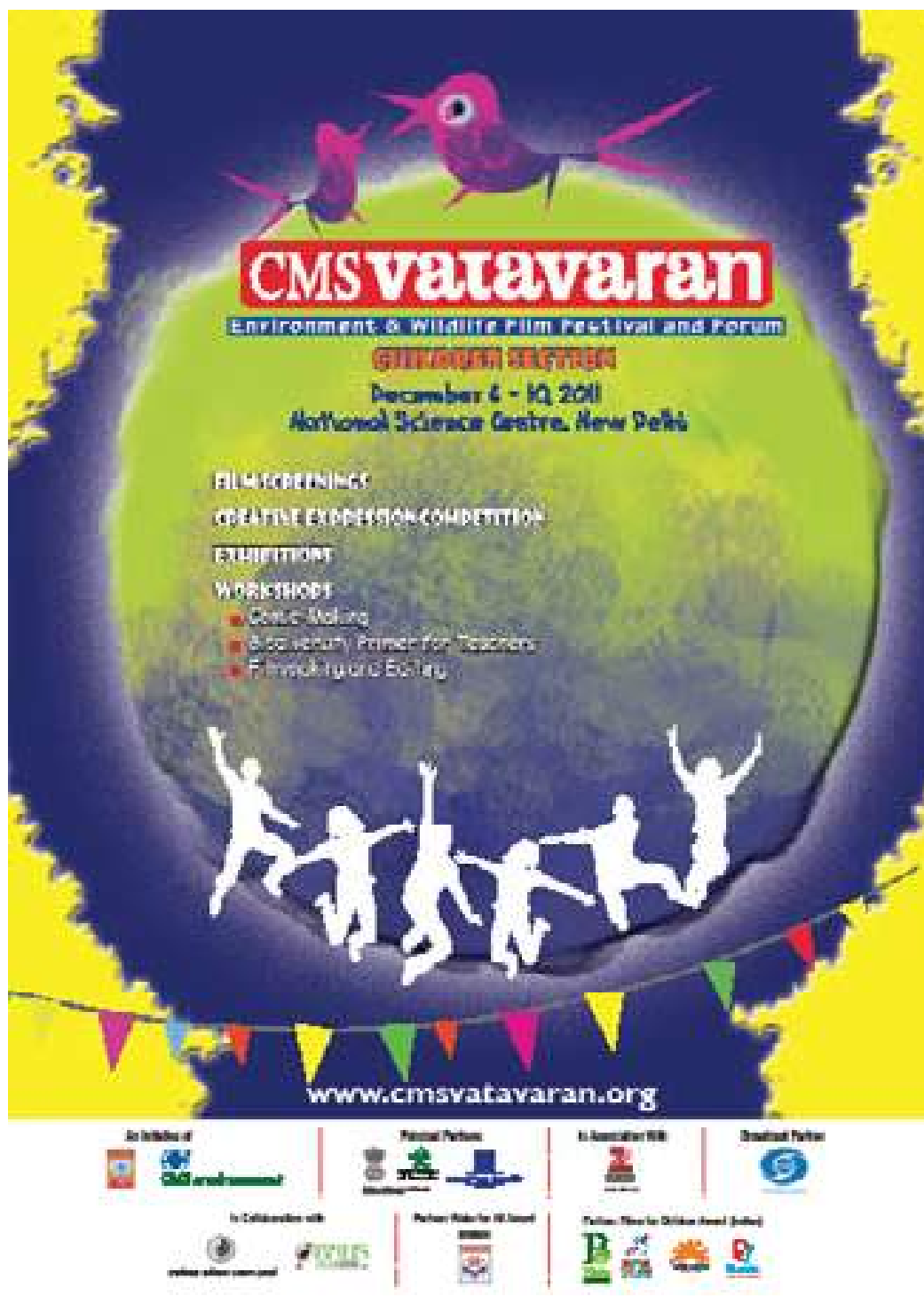
(Signature of the Participant)



Annexure 26 Out of Home Screens

Annexure 27.1 Poster Main Festival





Annexure 27.2 Poster Children Section

Annexure 28

Film Passes





Annexure 29.1 Screening Schedule for Convention Centre

Annexure 29.2

Screening Schedule for Children Section





REGISTRATION PROCESS

For registration, mobile subscribers of all operators can send SMS to **575758**

To register, type: <CMS> <space> <Film Show Code> <space> <Name> <space> <Email id> <space> <Number of Film Screening Passes>

For example:

If you are Neetu & your email id is neetu@gmail.com and you want to register for 1st show of 7th December in the Auditorium for 5 people, please type:

CMS 1 Neetu neetu@gmail.com 5
and send it to 575758

On receiving your SMS, we will send you an email confirming your registration and asking your address. Film screening passes will be sent via courier.

NOTE: There is no entry fee, however registration is mandatory.

Sender will be charged ₹34/- per SMS

Social Media – Twitter, Face book, LinkedIn

Annexure 30

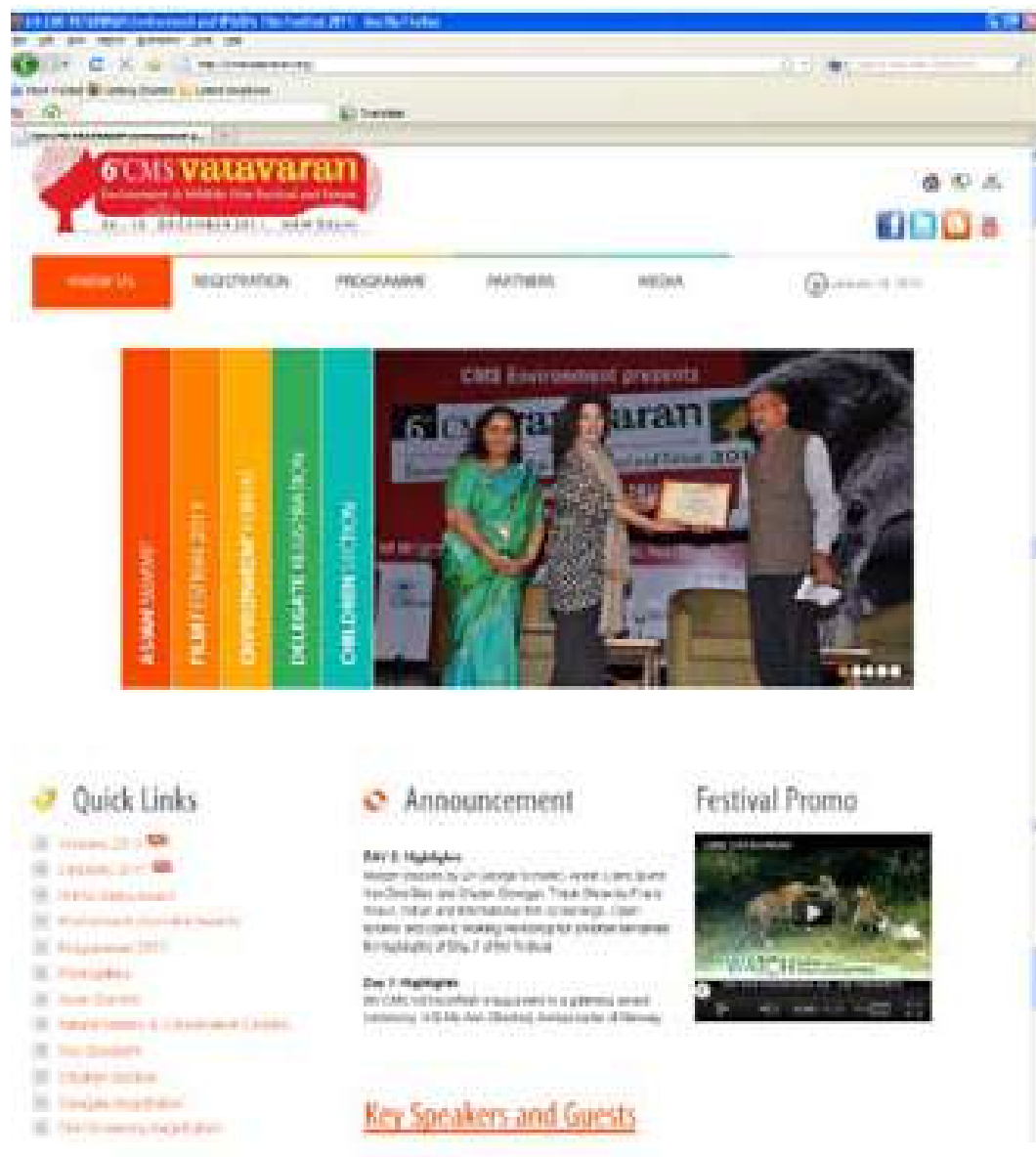
Annexure 31.1 Television Promos (Doordarshan)





Television Promos (Zee News)

Annexure 31.2





Annexure 32 Website

Annexure 33

Programme Booklet



Annexure 34.1 Citation for Awardees



Annexure 34.2 Citation for Nominees





Annexure 34.3

Participation Certificates for 2011 Film Entrants



Annexure 34.4 Certificate of Appreciation - Volunteers and Interns



Annexure 34.5 Citation for CMS VATAVARAN Prithvi Ratna Award





Annexure 34.6 Citation for CMS-PANOS Young Environmental Journalist Awards (Print & Electronic Media)





Certificate of Appreciation for Schools – Children Section

Annexure 34.8

Annexure 35 Signage

CMS VATAVARAN
 Environment & Wildlife, Non-Agricultural Forest
 No. 14, SRIKANTH TANK, COOPEL, 500 022





Annexure 35 Signage

Annexure 36

Signature Film





Annexure 37.1 Diary

Annexure 37.2 Pen





Annexure 37.2 Delegate Bag

Annexure 38

Trophy



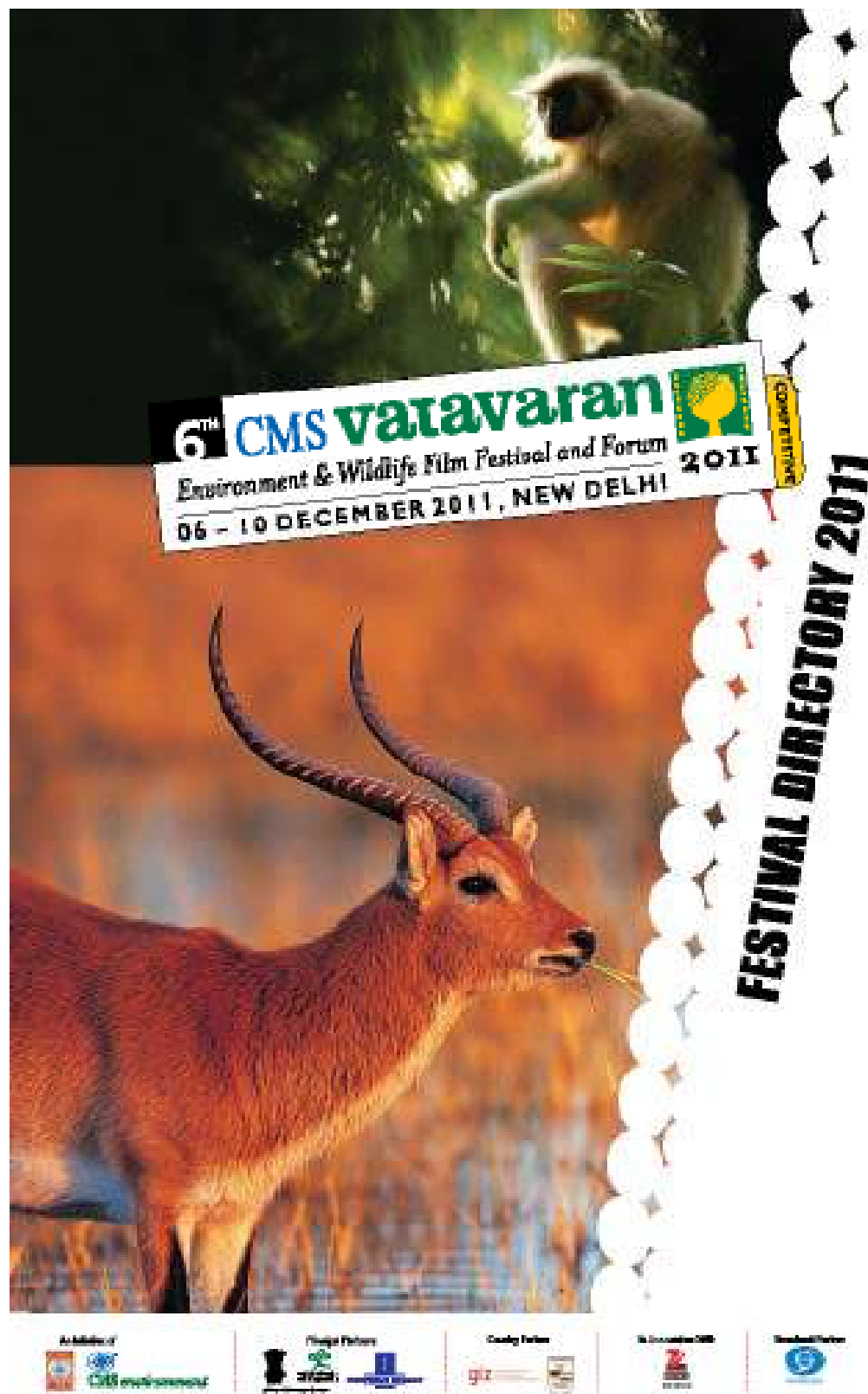


Annexure 39

Festival Directory

Annexure 39

Festival Directory





Entries invited for India's premier environment and wildlife film festival CMS VATAVARAN 2011

The much awaited environment and wildlife biennial international competitive film festival and forum, CMS VATAVARAN is back. Film entries are invited from Indian and International filmmakers for 2011 festival focusing on biodiversity conservation. Last date of submission is May 31, 2011.

New Delhi, March 14, 2011: Call for entries have been announced for the sixth edition of India's much appreciated environment and wildlife film festival and forum CMS VATAVARAN. Held biennially in New Delhi, the film festival has become one of the most awaited events for wildlife filmmakers, researchers and environment experts across the globe. Last date for submission of films in ten categories is May 31, 2011. The competitive film festival carries an award money of Rs 15 lakhs for filmmakers. The film festival will be organised from December 05-10, 2011 in the capital. (www.cmsvatavaran.org).

Highlights

- Indian and International film screenings
- Total award money of Rs 15 lakhs for Indian filmmakers
- IFEJ Congress and International Biodiversity Conference
- Asian panorama of green films
- Photography competition
- Special festival segment for youth
- Formative workshops, seminars, eco tour and several other activities

Theme of 2011 film festival: Biodiversity conservation

The film festival and forum will be organised on the theme of 'Biodiversity Conservation'. Explaining more about the theme of the festival and forum Mr. Aksh Tanna, Director, film festival said, "The eleventh Conference of the Parties (COP 11) to the Convention on Biological Diversity (CBD) will be held in India in 2012. The film festival and forum through green film screenings, seminars, workshop, congress and various other activities will help in taking forward the initiatives taken during 2010 International Year of Biodiversity, and building up momentum towards COP11". There are ten subject areas where filmmakers can send their entries. The film categories include

- | | |
|---|--------------------------------------|
| • Biodiversity conservation | • Films for Children |
| • Climate Change and Sustainable Technologies | • Newcomer |
| • Environmental Conservation | • Animation |
| • Water for All | • Livelihoods |
| • Series (based on Environment and Wildlife) | • Public Service Announcements (PSA) |

**PRESS RELEASE****Dec 7, 2011 (Wednesday)**

DAY 2 CMS VATAVARAN Film Festival

Master classes by Dr George Schaller, Andie Chre, Evert Van Den Bos and Shyam Benegal. Trade Show by Franz Kruss, Indian and International film screenings. Open forums and comic making workshop for children remained the highlights of Day 2 of the festival

The second day of the 6th International edition of CMS VATAVARAN-India's premier environment and wildlife film festival was quite an action packed affair with the participation of several Indian and International filmmakers and wildlife experts.

In a special Master Class on the theme of "Films as a tool in propagating Biodiversity Conservation" the world renowned conservationist Dr George Schaller shared several experience of films playing an impactful role in saving the environment. He claimed that though awareness today is greater than what it was ever before, but at the same time biodiversity loss is continuing at an alarming rate. So, what the filmmakers has to do? The filmmakers have to keep in mind that there isn't a need to produce a plethora of films rather one film with spectacular footage would be enough to deliver its message loud and clear and the message can be delivered with much poise in a subtle manner too. Talking on the issue of funding Dr Schaller said the big business houses have the money but they aren't investing much, even if they have the moral responsibility to maintain the ecological balance as they are using the natural resources the most. So, when the corporations are backtracking it's the government who needs to step in and provide funds to backing film makers.

Ralf Quib-elday, commissioning editor from NDR, Germany during his session talked about various elements which has to be kept in mind while shooting a film which were process of making film, budget and more important the reason of making film which includes audience and self satisfaction to be kept in mind. He criticized narrative script writing and natural flow scripting during the film making. In the second half Master classes by Andie Chre from Icon Film, UK and Shyam Benegal were organised.

Prominent films that were screened today included *Amazon Affair: Hidden Secrets*, *The Adiratchi water village*, *Melting paradise*, *Good and from*, *Broken Tail* and several others. Several filmmakers like Sachin Dax, Naresh Bodi, Ajay Bodi, Ashish Chaudhri, Akanksha Joshi, Nandan Senona and several other were present today. Soumi Hegde director of the award winning film "The Pude-S Episodes", during the open forum on



PRESS RELEASE

Dec 8, 2011 (Thursday)

DAY 3

CMS VATAVARAN, environment and wildlife film festival

Open forums on Biodiversity and climate change, Master classes on using YouTube and licensing the productions, panel discussion on filmmaking opportunities and challenges in South Asia were the highlights of Day 3

- Dennis Aig, Evert Van den Bos, David MacDonald, Bhupesh Kumar and Nalaka Gunawardene conducted special sessions
- Ravi Singh, CEO-WWF India and eminent filmmakers Marish Bedi, Alankrita Joshi, Preveen Singh, Ashish Chandola participated in the Open forums

On the third day of the ongoing 6th CMS VATAVARAN International film festival several important issues related to filmmaking were touched upon. The day started with a special session by Mr Dennis Aig, Montana State University, USA. In his session titled as "The Fourth Paradigm: Documenting the new scientific method" he emphasized on re-looking at the nature from a scientific point of view. According to him vast information is available to us but the utility of that information depends on how we use it and this is where e-science is important. Mr David Mac Donald, Head of YouTube Partner Operations, ASIA PACIFIC, in his hour long session discussed how new media is being used to generate content, upload movies, and also copyright issues. Mr Bhupesh Kumar, Vice president -Aon Global Insurance Brokers Pvt Ltd in his Master Class session discussed why licensing your film is important.

In the panel discussion "Filmmaking in South Asia: Opportunities and Challenges" issues like exploring funding opportunities and co-production avenues was emphasized. The Panelists were Mr Nalaka Gunawardene, Mr Evert Van Den Bos, Mr Ashish Chandola and Mr Preveen Singh. Mr. Evert also explained that European production houses are now focusing on Asia for developing new stories and content.

Several prominent Indian and International film were screened today. These include Project Tiger-Ensuring survival, War story, Back to the Roots, Earth Witness: Reflections on the Times and the Thomas, Half-A-New etc. Filmmakers present today were Alankrita Joshi, Marish Bedi, Ishani K Dutta, Somaal Hagde and others.



PRESS RELEASE
DEC 9, 2011 (WEDAY)

Delhi bags 8 Awards in CMS VATAVARAN environment and wildlife film festival

- Kerala comes second with 7 awards in the Indian category
- In the International category 3 awards bagged by USA, 2 by Germany and one each by New Zealand, Canada, Japan and France
- Awards worth INR 15 lakh given to Indian filmmakers

Films made by Delhi based directors swept the Award Ceremony of 6th CMS VATAVARAN , environment and wildlife film festival. Winning 8 awards in different categories, including Best of the Festival Award Delhi topped the list, with Kerala coming second bagging 7 awards. The awards were presented this evening in a glittering award ceremony at the Convention Centre, NDCC. It was attended by Ms Anshika Sood, Minister of Information and Broadcasting, eminent filmmakers Biju Chatterjee and Prakash Jha, Mr Chandiprasad Bhatti, environmentalist, Mr Howard Hughes, counsellor, Climate Change and Energy, Royal Norwegian Embassy and several other environmentalists and filmmakers.

Indian category

Films from Delhi bagged awards in important categories like Water for all, Biodiversity, Climate Change, Best story, Best Cinematography and Best of the Festival. Filmmakers whose films have won include Vishal Nityamand , Alankaha Joshi, Richa Nigam, Amar Kumar, Rishi Thomas and others. Vishal Nityamand's film 'Kosi: Injustice with Millions of Villagers and Revolt by Kosi River', Alankaha Joshi's film 'Earth Witness: Reflections on the Times and the Timesmen', Amar Kumar's Public Service Announcements have won two awards each.

International category

In the International category 9 awards were presented. Three film from USA have won awards. These are Chasing Water, Dog in the Manger (El Porro Del Hartelano) and SoLo Louisiana Water Stories. Germany bagged two awards for Puppy's Promise: Secret Life in the Cornfield (Das Kornfeld: Dechnigal für einen Sommer) and Amazon Alive: Hidden Secrets. One award each has been won by New Zealand, Canada, Japan and France.

The 6th CMS VATAVARAN, environment and wildlife film festival will continue till Dec 10, 2011.

(LIST OF THE WINNERS IS ENCLOSED)



PRESS RELEASE
DEC 10, 2011 (SATURDAY)

Environment and wildlife film festival concludes today

The 6th International edition of CMS VATAVARAN-India's premier environment and wildlife film festival concluded today after a five-day long spectacular event marked by film shows, Open Forums, Master Classes, Trade Shows and a gala Award ceremony. With the screening of 114 films, participation of more than 100 filmmakers and 60 speakers the festival turned out to be a grand five-day affair. A special section for children was also organised at National Science Centre,

Winners 2011

A total of 26 Awards were presented in the Award Nite held yesterday at the Convention Centre. It was attended by Mr Ambika Soti, Minister of Information and Broadcasting, eminent filmmakers Basu Chatterjee and Prakash Jha, Mr Chand Prasad Shrivastava, environmentalist, Mr Howard Huges, counsellor, Climate Change and Energy, Royal Norwegian Embassy and several other environmentalists and filmmakers. Eight films made by Delhi based directors won awards in different categories, including Best of the Festival Award. Kerala came second bagging 7 awards. In the International category 9 awards were presented. Three films from USA have won awards. One award each has been won by New Zealand, Canada, Japan and France.

In the inaugural ceremony of the festival eminent filmmaker Ashish Chandola was presented with the Priyot Raina Award (Lifetime achievement award). Two journalists, Ms Sonni Basu (The Statesman, Kolkata) and Mr Manu C Kumar (Manorama News, Mumbai) were presented with the CMS-PANOS Young Environment Journalists Awards.

Programmes

Asian Summit

A major attraction of this year was the Asian Summit, which consisted of workshops, master classes, Trade shows, Meet the Commissioner sessions and speed pitching sessions. Master classes were conducted by world renowned experts including Dr George Schaller (USA), Evert Van Den Bos (Germany), Dennis Aig (USA), Andie Clare (UK), Shyam Benegal (India), Adam Schmedes (Denmark), Prakash Jha, Theo Webb (UK) and others. The Companies who participated in the Trade shows were Arri Germany (Frank Kraus, Managing Director, Arri AG, Germany), You Tube (conducted by David Macdonald, Head of You Tube, Partner

Press Release

Annexure 40



New Delhi to host biggest green film festival from Dec 6-10 -114 films, 15 countries, 56 speakers, 400 delegates-

- 18 Indian and 9 International awards worth INR 15 lakhs to be won
- Shyam Benegal, Prakash Jha, Rana Chatterjee to be a part of the festivities

New Delhi, Dec 1, 2011: Delhites are all set to see some action packed wild drama live on the big screen this December, as the much awaited CMS VATAVARAN, India's one and only environment and wildlife film festival is finally here. The theme of CMS VATAVARAN 2011 is "Biodiversity Conservation" and is in sync with India hosting the Convention on Biological Diversity (CBD) 11th Conference of Parties (CoP11) in October 2012. The festival will be organised from Dec 6-10 at the Convention Centre, MECC and National Science Centre, near Pragati Maidan.

INAUGURAL CEREMONY

The five-day long film festival (Dec 6-10) is all set to open with a glittering inaugural ceremony at the Convention Centre, opp. Jantar Mantar on December 6 evening. Eminent conservationists Dr George Schaller and Dr AJT Johnsingh will declare the festival open. Two awards will be presented in the inaugural programme. These are:

- **CMS-PANOS Young Environment Journalists Awards 2011:** The winners are Ms Smriti Ray (The Statesman, Kolkata) and Mr Mann C Kumar (Manorama News, Mumbai)
- **CMS Prithvi Ratna Award:** This is the highest award in the country for environment and wildlife filmmaking. The award will be presented to eminent filmmaker Mr Ashish Chandola

INDIAN AND INTERNATIONAL FILMS

It's going to be an eventful journey during the course of these fun-filled five days that would take the people in to the diverse geographical realms of our planet, through the lens of some of the finest environment and wildlife filmmakers. A total of 114 films (70 Indian and 44 international) will be screened during the festival. In a special segment "Fear of Natural History and conservation Cinema" award winning films from prominent international film festivals including Jacksonhole film festival (USA), Cinemasibiate (Italy), Inkafest (Peru), Wildlife Varna (Finland), Animal Festival (China) and others would be shown.



PRESS RELEASE

24 films on environment and wildlife from Delhi/NCR nominated for 6th CMS VATAVARAN 2011 environment and wildlife film festival

- A total of 68 films from 12 states of India and 9 countries have been nominated for the 2011 film festival
- Films have been nominated under ten thematic areas including Biodiversity conservation, climate change, water and livelihood
- Total award money for Indian conservation filmmakers in the 2011 competitive film festival is INR 15 lakhs
- The 6th CMS VATAVARAN, environment and wildlife film festival will be organised from Dec 6-18, 2011 at the Convention Centre, New Delhi

New Delhi, September 15, 2011: The much awaited nominations for 2011 CMS VATAVARAN, India's one and only international competitive environment and wildlife film festival, have been announced today. This year 68 films have been nominated by a 37-member nomination jury headed by an eminent scholar and diplomat Dr Abid Hussain. The festival closed its call for entry on July 31 and received more than 300 film entries from 27 countries and 21 Indian states. The nominated films will now compete for the coveted CMS VATAVARAN awards in various categories and also for the exciting award money of INR 15 lakhs. The winners will be announced in a glittering award ceremony on Dec 9, 2011 at New Delhi. The film festival will be organised from Dec 6-18, 2011 at the Convention Centre, opp. Janar Market, New Delhi.

Nominated Films 2011

Indian category: A total of 51 films have been nominated for this year's festival from 12 states of the country. Delhi has topped the list with 21 films followed by Kerala (8 films), Maharashtra (5 films) and Karnataka (4 films). Two films each have been nominated from Andhra Pradesh, Orissa, Uttar Pradesh and Haryana. From Madhya Pradesh, Tamil Nadu, West Bengal and Punjab one film has been nominated. Prominent Indian filmmakers whose films have been nominated include Harish Boli, Rishi Nigam, Krishnakumar Bose, Umesh Aggarwal, Nandini Saxena, Akanksha Joshi, Sandesh Kachur, Sonam Hingde, Eresh Chhann and several other well known conservation filmmakers in the country.

International category: 17 films from 9 countries have been nominated in the international segment. USA has got the maximum nominations (5) followed by Germany and Japan (3 each). One film each has been nominated from France, Canada, New Zealand, UK and Pakistan. Prominent international filmmakers whose films have been nominated include Jon Cooksey, Christian Baummeister, Tetras Hirakawa, Naveen Ahmed, Simon Chambers and others.



PRESS RELEASE

Environment film festival from tomorrow

6th CMS VATAVARAN film festival to continue till Dec 10 at the Convention Centre, NDCC and National Science Centre. The theme of CMS VATAVARAN 2011 is "Biodiversity Conservation". Film screenings, Open Forum, Master Classes, workshops, Trade Shows, children section to be the highlights of the film festival

New Delhi, Dec 5, 2011: India's premier environment and wildlife film festival CMS VATAVARAN will be inaugurated tomorrow at the Convention Centre, NDCC (Opp Jantar Mantar), 06:30 pm onwards. Bringing together more than 100 films on diverse subjects the 6th international edition of the film festival and environment will be a five-day long treat for the nature lovers. The theme of CMS VATAVARAN 2011 is "Biodiversity Conservation" and is in sync with India hosting the Convention on Biological Diversity (CBD) 11th Conference of Parties (COP11) in October 2012. A special children section will also start tomorrow from 09:30 am onwards at National Science Centre.

Main Attractions (DAY 1)

Children Film Festival at National Science Centre (09:30am-04:00pm)

The five day long children film festival will kick start tomorrow morning at 09:30 am at the National science centre, Pragati Maidan. The main highlights on Day 1 includes Indian International film screenings in the auditorium, workshop for school teachers and a creative expression exhibition and competition. During the five day long children festival more than 50 schools, 200 teachers and 3000 school students will participate in it. There will be some very exciting activities including film screenings, creative expression competition, filmmaking and editing workshop (Asola wildlife sanctuary) and comic making workshop.

Inaugural Ceremony at the Convention centre, NDCC (06:30 pm): The five-day long film festival (Dec 6-10) is all set to open with a glittering inaugural ceremony at the Convention Centre, opp. Jantar Mantar on December 6 evening. Eminent conservationists Dr George Schaller and Dr AJT Johnsingh will declare the festival open. Others who would be present on the occasion include Mr P N Vasanth, Director, CMS, Dr P J Philip Kumar, DGF & SS, Ministry of Environment and Forests, Govt of India and H E Mr Ann Olesen, Ambassador of Norway to India.

Highlights of the Inaugural programme:

"The Big Moments"

In a cinema-talk format environment and wildlife filmmakers will share their thrilling and exciting journey, enriching experiences, interesting anecdotes, while filming the environment and the magnificent biodiversity around the world.

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CMSenvironment
RESEARCH HOUSE

Saket Community Centre, New Delhi 110 017, INDIA

P: 91 11 2652 4020 | F: 91 11 2696 8282

E: vatavaran@cmsvatavaran.org, info@cmsvatavaran.org

www.cmsvatavaran.org