



Festival Theme – Celebrating Himalayas

A Report

Submitted to

IHCAP, SDC

Festival Report 2019

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1. FOREWORD

The four day festival held in New Delhi from Nov 27 to 30, 2019 is a culmination of the 10th edition of CMSVATAVARAN. This edition on the theme of Celebrating Himalayas, started in early 2018 with the Call for Proposals and an online and social media campaign. Efforts for this campaign resulted in receiving more than 1000 films from across 60 countries. The two tier jury process was also part of this campaign where number (approx. 50) of experts, policy makers, media and other stakeholders from across the country were involved.

The second phase of the campaign was call for participation that started early 2019. Again the social media and online campaign was the primary mode of outreach. A National Media Consultation on Climate Change in the Himalayas was organized in September 2019 followed by a Kullu filed visit. Xx media professionals participated in this consultation and filed visit.

In NCR region, a number of schools were contacted to conduct Mini Himalayan festivals. In all, 11 institutions organized these festivals in the period July to September 2019.

Besides social media, print, radio and television were also used to reach out to people regarding this festival and movement.

The MOEFCC also became a partner as they wanted to conduct 2019 SHORT Film Competition and Festival on Pollution. This was announce on WED 019 and got more than 300 film entries from across India. Simultaneous campaign for the same was also launched online and on social media. An eminent Jury selected the final 10 awards.

The four day festival in Dr Ambedkar International Center screened all the nominated CMS VATAVARAN films (77) and the short listed films from the MOEFCC SFC on Pollution (90). A range of programs engaging youth, school students, film makers, media and nature buffs was organized in this festival. The inaugural and the gala Awards ceremony was well attended and appreciated.

In all, this year long campaign and movement reached out to more than 50 thousand people across the country and directly engaged more than 10 thousand in the series of activities, initiatives and during the four day festival.

Now the nominated films, discussions and lessons from this movement and the festival will continue the dialogue, as and were the films are screened and online with the continued engagement on social media. The next immediate plan is to undertake series of travelling festival in 2020 in four cities in the Indian Himalayan Region.

This report is a compilation of all the efforts and initiatives undertaken in the 10th CMS VATAVARAN with the support of IHCAP.



2. BACKGROUND

Born in 2002, CMS VATAVARAN is a pioneering international festival of films on environment and wildlife.

Using films as a window to delve into nature, the festival showcases the best of Indian and International films and documentaries, presenting nature stories from all over the world, stories on critical ecological and developmental challenges faced today, some of the most compelling practices, as well as enchanting snippets on the diversity of our planet.

Over the years, our efforts have led to an enhanced understanding of the natural world and its conservation.

The focus of the 10th edition of CMS VATAVARAN had the theme “Celebrating Himalayas”.

The attempt is to highlight the importance of the spectacular mountain ecosystem in the current climate change discourse and action.

Filmmakers were encouraged to explore this theme and make films that showcase the spirit and serenity of this majestic region.

CMS VATAVARAN ensures that the message of all such films gets amplified by showcasing them across a wide variety of platforms and stakeholders.

Nominated films of CMS VATAVARAN travel across India and the world to various other festivals, seminars, theatres, universities, television channels and forums.

Over the years, our aim is to not only to showcase these films among film lovers, critics, buyers, broadcasters, but also to policy makers, scientists, experts, media, students and communities interested in participating in efforts to conserve and preserve our environment or to address contemporary environmental issues.

CMS VATAVARAN is also respected widely for the high standards it has set in the judging of films – the impartiality of the process and involvement of eminent personalities from across a wide spectrum.

Selection of a film in the festival will therefore be an acknowledgment of creativity and ingenuity, in addition to opening doors to new learning and opportunities.

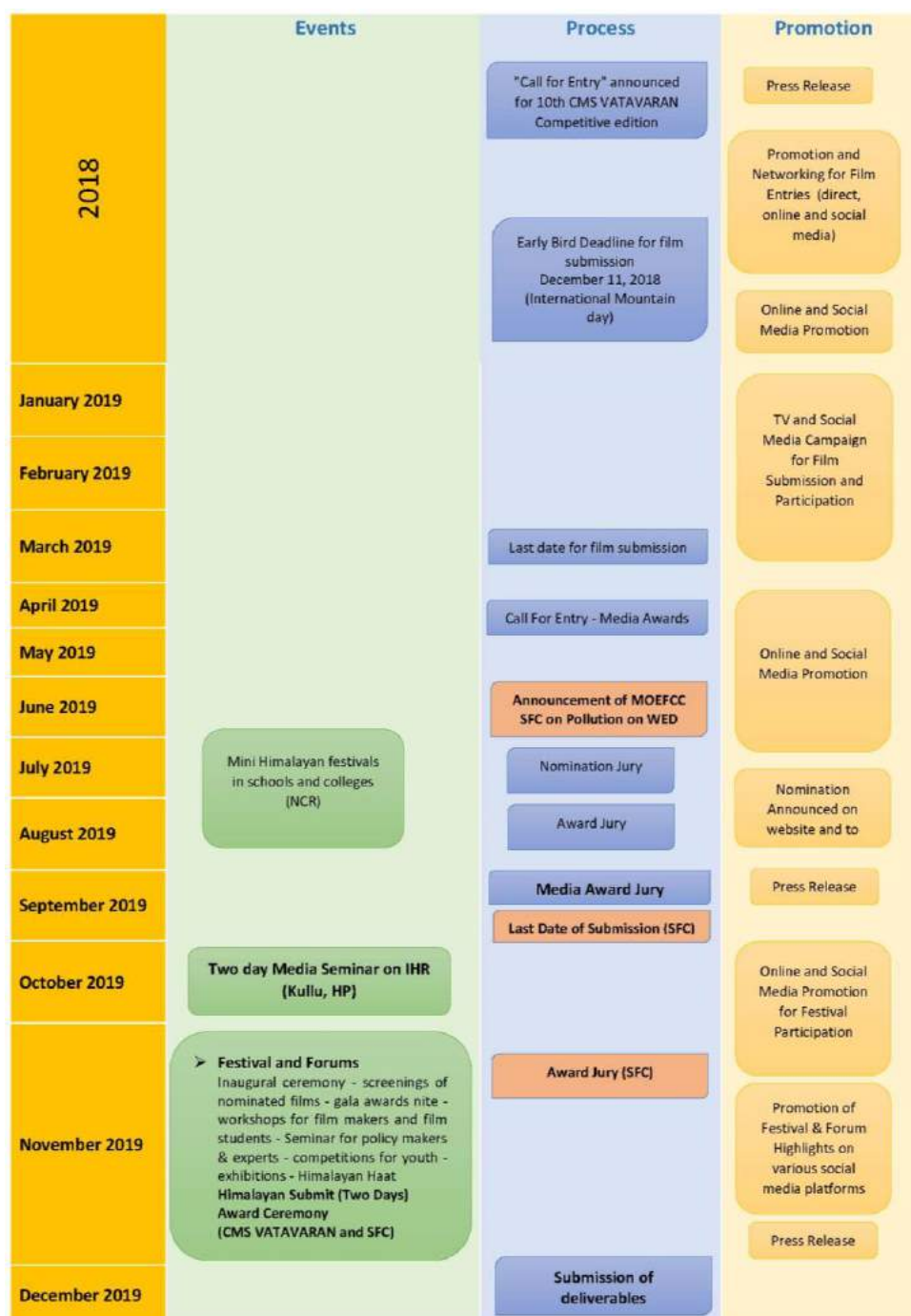
For the 10th edition, we received more than 1020 films touching upon unique themes within Environment and Wildlife. From peer review, 287 (132 national & 155 international) films shortlisted for Jury out of which 77 Films Nominated (45 National & 32 international) by the 35-member Nomination Jury.

Later a 12-member Award Jury comprises of members from widely divergent sectors and streams including cinema, conservation and media viewed all the 77 nominated films to select the winners in each category.

14 Awards including 1 Best of Festival and 4 Special Jury Mentions was awarded in the National category. In the International category 8 Awards including 1 Special Jury Mention were decided.

It was indeed an exciting, vibrant and fruitful festival experience.

We thank everyone for being part of this green movement for influencing policy, perception and practice.



3. THE SHORT FILM COMPETITION & FESTIVAL

Since 1972, each year, June 5th is designated by UN as ‘World Environment Day’ (WED) and is celebrated with a range of activities around the globe. Each year, WED has a theme that focuses and draws attention on a particularly pressing environmental concern. The theme for 2019 WED is “Air Pollution,” which highlights the major health hazard affecting millions today.

MoEF&CC has been at the forefront initiating efforts to prevent, control and abate air pollution.

Acknowledging the impact that films or videos can make, MoEF&CC in partnership with CMS VATAVARAN came together to organize a Short Film Competition and Film Festival on the theme – “POLLUTION, with special emphasis on AIR POLLUTION.”

The objective of this Competition and Festival was to use films as a means for engaging diverse audiences on the theme of WED 2019 – Air Pollution.

Shortlisted films from the Competition, were also showcased during the 10th CMS VATAVARAN Film Festival and Forum on Environment and Wildlife, on November 27-30, 2019.



Award Winners

The School Students Category

- First Prize to 'Clean and Green' by Toon Club & Ecole Mondiale World School, Mumbai, Maharashtra.
- Second Prize to 'Pleaseeeeee' by Chinh Media Club Students, New Delhi.
- Third Prize to 'Let us Breathe' by Harshita Bhatt of New Delhi
- Special Mention for 'Our World' by Kushagra Gaur of Pune, Maharashtra.

The College Students & Amateur Filmmakers Category

- First Prize to 'One Life' by Nishant Kumar Nishu, Patna, Bihar.
- Second Prize to 'Sketch Book' by Rishi Nikam, Dewas, Madhya Pradesh.
- Third Prize to 'Aaina' by Dhananjay Khanna, New Delhi.

The Professional Filmmakers & Film Studios Category

- First Prize to 'Now Your Home?' by Prasad Pandurang Mahekar, Kohlapur, Maharashtra.
- Second Prize to 'The Silent Voice' by Anshul Sinha, Hyderabad, Telangana.
- Third Prize to 'A Whiff of Clean Air' by Ajay Sharma, Noida, Uttar Pradesh.



4. AWARDS & PRIZES AT CMS VATAVARAN 2019

CMS VATAVARAN is not just another filmmakers gathering. Through stunning films and superb storytelling, we have been sharing heart-wrenching stories of suffering and courage. Every single film maker associated with us is a profile of an advocate who seeks to raise awareness and stand for our environment.

In this edition of CMS VATAVARAN, there were 22 awards in 9 Indian and International categories. Indian awards carried a citation trophy and award money ranging from INR 25,000 – 1,00,000. International awards carried a citation and a trophy.

CMS VATAVARAN 2019 ENTRIES

Entries for the 10th competitive edition of CMS VATAVARAN were invited in 9 Indian and international categories. The categories were Wildlife Conservation, Climate Change – Adaptation & Mitigation, Environmental Conservation, Celebrating Himalayas, Livelihoods & Sustainable Technologies, Animation, PSA, Amateur & Youth Films and School Student Film. The festival was open to both professional and amateur filmmakers. Only films completed on or after January 1, 2017 were invited for the competition.

A total of 1020 films were submitted by filmmakers. Consistent with previous festivals, filmmakers from 62 countries entered their films in the international section this year with a total of 738 submissions, while 282 films were entered by filmmakers from 35 Indian cities.

Overall Excellence Award

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.

*One cannot enter for this award

Thematic Award Categories: There was one award in each of the thematic categories:

2. Celebrating Himalayas (festival theme)

The Himalayas are spectacular mountain ecosystems and have inspired many civilizations and cultures. They are storehouses of biodiversity and natural resources, which have sustained life in the mountains as well as the plains for centuries.

Impact of over exploitation of natural resources and the rapidly changing climate are now being observed in this fragile and sensitive ecological region. With this theme, we invited film makers to explore the spirit and serenity of this majestic region to remind of its important role in our planet's ecology.

3. Environment Conservation

Awarded to the production creating awareness about environmental issues concerning the natural world i.e. conservation of natural resources like water, biodiversity, soil, & atmosphere linked with protected areas, pollution, waste management, mining, traditional knowledge and innovative practices, etc., thereby focusing on combating destructive development projects, influencing environmental policies and striving for environmental justice.

4. Wildlife Conservation

Awarded to a production that most effectively sensitizes audience about faunal diversity, animal behavior and social, environmental, economic aspects of man and wildlife relationship. The films can depict successes, conflicts, trade, crime, wildlife governance, legislations, court interventions, or profile the great defenders of wildlife in the country.

5. Climate Change – Adaptation & Mitigation

Awarded to the production which contributes to the current scientific understanding of climate change, its impacts on ecosystems, agriculture, food security, and health, human settlements, especially in the coastal areas or global politics of climate change. Films should emphasize the portfolio of strategies that include mitigation, adaptation, and technological development that are required to diminish the risk associated with climate change. The cost effectiveness of actions to tackle the impacts of climate change can also be considered.

6. Livelihoods & Sustainable Technologies

Awarded to the film that highlights those fighting for protecting the natural assets and/or renewable energy such as land, water and forest, which are so intrinsically linked to their livelihood and survival and/or renewable energy in almost all areas of human living, including energy generation, water use, building construction, health, food production, transportation and mobility, commerce and industry etc.

General Award Categories

7. Public Service Announcements (PSA)

Awarded to the 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.

8. 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.

9. Amateur & Youth Films

Awarded to the Film most effectively communicating environment and wildlife conservation and produced by a first time film maker amateur i.e. upcoming filmmaker/individual, college student/group of college students of film-making.

10. School Student Film

Awarded to the documentary or short film or experimental work produced on environment and wildlife conservation issues by a regular school student or a group of students from any school.

5. SELECTION PROCESS

The Judging at CMS VATAVARAN 2019 was a three-tier process. It consisted of a Peer Review, Nomination Jury and Award Jury (Indian & International). Entries submitted in CMS VATAVARAN competition were judged on five criteria i.e. Content (Clarity of Idea, message and authenticity of facts and figures); Visual Composition or Cinematography; Sound and Music; Editing and Composition; Presentation, Finish and Overall Impression.

Peer Review

The peer review comprised of a panel of CMS VATAVARAN Festival Directorate who performed a quality check of all the entries received in the festival and appraised the relevance and appropriateness of the film entries as per the entry guidelines.

Nomination Jury

The Nomination Jury was held from July 23 to 25, 2019 at the Amity School of Communications, Noida. This three- day jury process included viewing, judging and selection of films that have been received in various categories from across the globe.

The nomination jury of this edition comprised of 35 eminent personalities from widely divergent sectors and streams.

Eminent green activist, social worker, botanist and the founder of Himalayan Environmental Studies and Conservation Organization (HESCO), a Dehradun-based NGO, Padmashree Dr. Anil Prakash Joshi, was the Chairperson of the Nomination Jury.



Nomination Jury Members 2017

Sl_No	Name	Position	Organization
1.	Anil Prakash Joshi (Jury Chair)	Founder Member	Himalayan Environmental Studies and Conservation Organisation (HESCO)
2.	Amba Jamir	Executive Director	Sustainable Development Forum Nagaland (SDFN)
3.	Amitabha A Gupta	Creative Director	Digiana Film Productions, Mumbai/Indore
4.	Anil K. Garg	Chief Executive Officer	Energy And Environment Foundation
5.	Anushree Bhattacharjee	Programme Officer	International Union for Conservation of Nature (IUCN)
6.	Binitha Pushpakaran	Asst. Director	Wildlife Crime Control Bureau
7.	Dhiraj Meshram	Dean Films	Film and Television Institute of India
8.	Kaustubh Srikanth	Senior Programme Officer- Eco Trails, Environment Education	WWF-India
9.	Lalbiakmawia Ngente	Principal Architect cum CEO	M/s L.B Associates (Architecture & construction consultants)
10.	Manu Moudgil	Independent Journalist	
11.	Neha Sinha	Advocacy and Policy Officer	Bombay Natural History Society (BNHS)
12.	Pranab J Patar	Chief Executive	Global Foundation for Advancement of Environment and Human Wellness
13.	Prarthana Borah	India Director	Clean Air Asia India Office
14.	Radhika Kothari	Co-founder /Director	Jungwa Foundation
15.	Santanu Ganguly	Film Festival Curator	NETPAC (Network for the Promotion of Asian Cinema)
16.	Shailja Chandar	Finalist of Haut Monde Mrs India Worldwide 2019, season 9	
17.	Shalini Dhyani	Scientist - Water Technology and Management Division	CSIR-NEERI
18.	Snehlata Krishnan	Principal	Sanskar World School
19.	Gauri D. Chakraborty	Joint Acting Head, Associate Professor	Amity School of Communication

20.	Pallavi Majumar	Joint Acting Head, Associate Professor	Amity School of Communication
21.	Prof.(Dr.) S.P. Singh, IFS (Retd.)	Director (Former PCCF, Assam)	Amity School of Natural Resources & Sustainable Development (ASNRSD)
22.	K K Tiwari	Assistant Professor	Amity School of Communication
23.	Chana Anzi Zalis	Israeli Filmmaker & Associate Professor	Amity School of Film and Drama
24.	Kitty Mukherjee	Assistant Professor	Amity School of Communication
25.	Ankhi Mukherjee	Assistant Professor	Amity School of Communication
26.	Ankit Alok Srivastava	Asst. Producer-cum-Teaching Assistant	Amity School of Communication
27.	Aman Khan	Student	Amity School of Communication
28.	Bhavya Sareen	Student	Amity School of Communication
29.	Purvasha Dutta	Student	Amity School of Communication
30.	Harnaaz kaur	Student	Amity School of Communication
31.	Sagar Jain	Student	Amity School of Communication
32.	Prachi Ankita	Student	Amity School of Communication
33.	Megh Mazumdar	School Student	The Mother's International School
34.	Isha Medasani	School Student	International school
35.	Akshat Rakheja	School Student	Summer Fields School

AWARD JURY

The Award Jury Meet was held from August 30th to 31st at the Lemon Tree Premier, Aero city in New Delhi. An illustrious group of 11 personalities from cinema, film festivals, media, environment and wildlife sector were part of this award jury that decided the awardees from the 77 nominated environment and wildlife films of the 10th CMS VATAVARAN.

The Award Jury Meet was held for two days for 32 viewing hours, where the Jury watched all the nominated films in 9 categories. This Award Jury was the final stage in the selection process, which was preceded by the Peer Review and Nomination Jury respectively. In all, this Jury decided 22 Awards in 9 Indian Categories (ranging from Rs 25,000 to Rs 1,00,000 each) and 7 International Categories.

The Jury also selected one Best of the Festival Award from Indian & International categories. The 10th CMS VATAVARAN Jury Committee comprised of 12 eminent personalities from widely divergent sectors and streams. The Award Jury was chaired by India's Sherpa to the G20 Shri Suresh Prabhu.

The 10th CMS VATAVARAN Jury Committee comprises of jury members from widely divergent sectors and streams including cinema, conservation and media. The jury members include

- R R Rashmi, Distinguished Fellow & Programme Director, Integrated Policy Analysis, TERI
- Megha Tata, Managing Director – South Asia, Discovery Communications India
- Suhasini Mulay, Film Director & Actor
- Ricky Kej, Grammy® Winning Musician/ US Billboard #1 & Environmentalist
- Richard Mahapatra, Managing Editor, Down To Earth
- Abhilash Khandekar, Senior Editor & Environment Journalist
- Archana Chatterjee, National Coordinator, IUCN
- Kirtiman Awasthi, Senior Policy Advisor- CCA & Climate Finance Readiness, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Raajaysh Chetwal, Filmmaker and Founder, Rhombus Films
- Rupa Gandhi Chaudhary, Senior Advisor, Wildlife Trust of India
- Er. Vedakumar Manikonda, Chairman, Children's Film Society, Telangana



The following are the details of all the Awarded Films:

CATEGORIES	ID NUMBER	TITLE	Duration
BEST OF FESTIVAL - INDIAN	VAT2019 N 168	THE SECRET LIFE OF FROGS	0:54:54
Amateur & Youth Films - Indian	VAT2019 N 155	The Firefox Guardian	0:14:00
Animation - Indian	VAT2019 N 063	Kinara ('The Edge')	0:05:04
Celebrating Himalayas - Indian	VAT2019 N 176	KOTI BANAL	0:12:18
	VAT2019 N 214	Moti Bagh (Special Jury Mention)	0:59:00
Climate Change: Adaptation & Mitigation - Indian	VAT2019 N 154	THE GOLDEN THREAD	0:29:30
	VAT2019 N 081	DIMINISHING WEATHER GODS (Special Jury Mention)	0:27:00
Environment Conservation - Indian	VAT2019 N 043	INDIA'S HEALING FOREST (Special Jury Mention)	0:51:00
	VAT2019 N 012	Uprooted	0:21:27
Livelihoods & Sustainable Technologies - Indian	VAT2019 N 153	Golden Toilet	0:29:59
	VAT2019 N 015	Naisargi (Special Jury Mention)	0:04:36
PSA - Indian	VAT2019 N 002	Waterman	0:01:30
Schools Students Film - Indian	VAT2019 N 072	What do you care about?	0:03:31
Wildlife Conservation - Indian	VAT2019 N 168	THE SECRET LIFE OF FROGS	0:54:54
Amateur & Youth Films – International	VAT2019 I 333	SNIPER	0:12:40
Animation - International	VAT2019 I 173	The Art of Change - Climate Change	0:02:50
Climate Change: Adaptation & Mitigation - International	VAT2019 I 281	Education on the boat –a new hope for tomorrow	0:15:00
Environment Conservation – International	VAT2019 I 265	SuryaGanga	1:17:00
Livelihoods & Sustainable Technologies - International	VAT2019 I 252	By the water	0:12:00
Wildlife Conservation (More than 40 Min) - International	VAT2019 I 290	Vortex (Special Jury Mention)	0:49:00
	VAT2019 I 144	Queen without land	0:52:40
Wildlife Conservation (Upto 40 Min) - International	VAT2019 I 043	The Python Code	0:28:45
Celebrating Himalayas – International	No Winner		
PSA - International	No Winner		



PRITHVI BHUSHAN AWARD

CMS VATAVARAN's top award- CMS Prithvi Bhushan were presented to Shri Rajinder Singh at the gala award ceremony on November 30, 2019 at the DAIC, 15 Janpath, New Delhi.

The 2019 CMS Prithvi Bhushan Award was conferred upon Shri Rajinder Singh.

Shri Rajinder Singh ji's work has been historic in its scope and inspirational in its impact. Known as the 'Waterman of India' his extraordinary work on water conservation has revived five river systems, bringing back water to more than a thousand villages.

YOUNG ENVIRONMENT JOURNALISM AWARD (YEJA)

The IHCAP CMS VATAVARAN Young Environment Journalism Awards aim to recognize and reward excellence in environmental journalism by young Journalists in the age group of 21 to 35 years in the country.

Through this award, exceptional journalistic work of five environment Journalists representing print, TV and online media will be highlighted and encouraged for continued high-quality coverage of environmental issues in India at local, state and national levels.

Journalists form an essential link between important environmental issues and all members of our society which consists of the public, policy makers and environmentalists. To encourage these young Journalists for bringing comprehensive and inspiring environmental stories, CMS VATAVARAN institutionalized the Young Environment Journalism Award in 2007.

The call for entries of this award was announced on the CMS VATAVARAN website and various social media platforms. We also wrote, followed up and met journalists in Delhi NCR to nominate young journalists or submit their applications for the awards in three categories- Print, Online and Broadcast.

- **IHCAP CMS Young Environment Journalist Award (Print)**
Jayshree Nandi from Hindustan Times. Her unique style of writing forces you to take a hard look on pollution and makes us evaluate the narrative of climate change
- **IHCAP CMS Young Environment Journalist Award (Print)**
Rahul Manav from Dainik Jagran. He presents facts in simple human interest manner and motivates people to take action.
- **IHCAP CMS Young Environment Journalist Award (Electronic)**
Milan Sharma from Aajtak. Her reporting stands out for its ability to lay out the impact of pollution in vivid manner.

- IHCAP CMS Young Environment Journalist Award (Online Media)
Bhasker Tripathi from IndiaSpend. His writings are lucid in understanding how climate change is transforming every aspect of our lives.
- IHCAP CMS Environment Journalist Award
Nidhi Jamwal, Environment Editor, Gaon Connection. She writes in-depth reports and is an adept storyteller. Her reporting on climate change is vivid and have the capacity to stimulate action.



6. NATIONAL MEDIA WORKSHOP AND KULLU FIELD VISIT

The National Media Consultation was held on Sept 21, 2019 at New Delhi in India Habitat Centre. Around 30 journalists writing on environment from all over the country including Himalayan states had participated in the consultation.

The objective of the consultation was to share the experiences and outcome of the three –year long media program and also showcase few state level adaptation measures with national media and policy makers.

The IHCAP-CMS fellows, selected under the program gave the presentations about their experiences and achievements during the media session in the consultation.

In addition, the experts from leading research institutes and Director SPICE of DST spoke about different aspects of climate change adaptation. Media experts and participants also shared their competences about writing on climate change issues.

Detailed report is in the annex 1A

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Field Visit

A two-day field visit to Parvati Valley and Banjar in Kullu district of Himachal Pradesh was organized on September 23-24, 2019 by IHCAP and CMS. The participants of the visit were around 35 Journalists working with various newspapers from Indian Himalayan states like Jammu & Kashmir, Assam, Nagaland, Sikkim, Manipur, and also those working in other cities in rest of the country. Mr Doonichand Thakur, Deputy Project Coordinator, Climate Change Knowledge Cell, Department of Science and Technology, HP led the field visit on both the days. The purpose of the visit was to provide experiential and contextual learning to the media professionals. It included interaction with community members and visit to the sites.

Detailed Report is in the Annex 1B



7. MINI HIMALAYAN FESTIVALS

As a prelude to the 10th CMS VATAVARAN, a number of film screenings and Mini Himalayan festivals with participation of 11 schools and colleges and institutions of Delhi-NCR in July to October, 2019 was organized. These schools hosted film screenings, poster making competition, Story writing, model making competition, street theatre and quiz competitions around the theme of Celebrating Himalayas.

The following schools, colleges and institutions participated in these activities:

Date	Name of Institution	No. of Participants
29.07.2019	Sri Venkateshwor International School	75 students along with 07 school teachers – screening and poster making, model on Himalayas, skit
30.07.2019	Venkateshwor International School	200 students along with 04 school teachers - Film screening
02.08.2019	Shaheed Rajguru College of Applied Sciences for Women	100 students with 05 teachers – Film screening and poster making
06.08.2019	Gyan Mandir Public School	80 students with class teachers – Film screening and quiz
08.08.2019	Navy Wives Welfare Association (NWWA)	250 students with respective class teachers – Film screening and discussion
28.08.2019	Summer Field School	20 students along with 01 school teachers – Film screening and poster making
03-04.09.2019	Miranda House, DU	100 students along with 05 school teachers and 01 Expert from Delhi Clean (Mr Govind Singh) – Film screening and quiz
27.09.2019	St. Mark's Sr. Sec. School, Meera Bagh	300 Students with class teachers – Film screening and poster making, slogan writing
01.10.2019	St. Mark's Girls Sr. Sec School, Meera Bagh	800 students, with class teachers – Film screening and slogan writing, story writing, poster making
03-04.10.2019	ASN Sr. Sec. School, Mayur Vihar	800 students with class teachers – Film screening and Mountain crafts, painting, calligram, ppt making, Poster, report, poetry, article
10.10.2019	Lingaya's Vidyapeeth, Faridabad	30 students with HOD and subject teacher- Film screening and Poster making

The schools and colleges, along with the competition winners were provided certificates of appreciation for their participation in these Mini Festivals.



8. KEY EVENTS @ CMS VATAVARAN 2019

The 10th edition of CMS VATAVARAN was organized in the prestigious Dr Ambedkar International, Centre, 15 Janpath, New Delhi from November 27-30, 2019. The four days of the festival showcased all the 78 nominated films (International and National) of the 10th competitive edition of CMS VATAVARAN in addition to film premiers of ‘Wild Karnataka’ by Kalyan varma and ‘TURTLE’ by Dinesh S Yadav. It will have a series of Master Classes and Workshops by award winning film makers. Interactions with eminent artists like Grammy Award Winner Ricke Kej. Special screenings for school children along with quiz and competitions are being arranged by WWF and NMNH. A session on green careers for students and on environment education for teachers is also being organized by WWF. A panel discussion on role of communication in conservations will also be part of the festival.

Highlights of 10th CMS VATAVARAN – At A Glance

- Screenings of Nominated National & International Films
- Special Screenings for School Students
- Screening of shortlisted short films on Pollution
- Film Premiers of “Wild Karnataka” and “Turtle”
- Himalayan Summit on Climate Change
- Master Classes by Award Winning Film Makers Anoop Khajuria and Dinesh S Yadav
- Workshop on ‘4k Film Making’ by Nandan Saxena and Kavita Behl
- Session on “Music for the Wild” by Grammy Award Winner Ricky Kej
- Training session for Teachers on ‘Building Conservation Leadership through Education’
- Special session for Students on “Environment, A Cause and a Career”
- Panel Discussion on the “Role of Education & Communication in Conservation”
- Gala Awards Ceremony to announce and give awards for the 10th CMS VATAVARAN and the MOEFCC 2019 SHORT Film Competition and Festival on Pollution



INAUGURAL CEREMONY OF CMS VATAVARAN:

Amongst the dignitaries present at the inauguration were Mr. Suresh Prabhakar Prabhu, formerly the Minister of Commerce & Industry and Civil Aviation, Ms. Tamara Mona, Deputy Head, Embassy of Switzerland in India; Shri Ravi Agrawal, Additional Secretary, MoEF&CC; Dr. N. Bhaskara Rao, Chairman, CMS, and other senior officials from the Ministry.

CMS VATAVARAN 10th edition inaugural session saw the audience meditating on how the future will look to those living through it—the ways that climate change promises to transform global politics, the meaning of technology and nature in the modern world, the sustainability of capitalism and the trajectory of human progress.

The speakers inaugurating the festival gave an impassioned call to action.

Delivering his Welcome Address to the participants, Dr. N. Bhaskar Rao, Chairman CMS, reiterated CMS VATAVARAN's commitment provide the general public with a broad spectrum of scientific and factual information on the subject of Climate Change, through cinematic storytelling.

Dr. Rao, expressed reasonable pride on CMS VATAVARAN's legacy of creating a thoughtful engaged audience towards the environment and wildlife. He told the audience that over the years, CMS VATAVARAN has virtually explored every aspect of climate change, ranging from - the nature of greenhouse gases; clouds; the sun; sea level; extreme weather; polar ice; etc.

He exhorted the young generation that the festival is a must visit for anyone who wants to understand climate facts, stripped of propaganda.

Dr. Rao also shared with the audience that the Festival is not just Delhi bound. It has traveled to over 45 cities involving over 400 local civil society organizations and schools. Further, he said, that mere awareness about the environment is not enough. We must inspire action.

Speaking on the occasion, Mr. Suresh Prabhakar Prabhu, formerly the Minister of Commerce & Industry and Civil Aviation commended the efforts of Dr. Rao, Dr. P. Vasanti and the entire CMS VATAVARAN team in putting together such a brilliantly conceptualized and timely platform.

Said Mr. Prabhu “In addressing the urgent questions raised by climate change, CMS VATAVARAN provides a comprehensive overview of the anthropology of climate change, guided by a critical political ecological framework.”

He further added, “India is home to some of the most hauntingly beautiful regions on earth. Yet staggering population growth, combined with the intensifying effects of climate change, is driving our society close to the brink of a catastrophe.”

The coming times, he said shall be vulnerable to water shortages, rising temperatures, fires, and a host of other environmental challenges, and we are poised to bear the heaviest consequences of global environmental change.

Mr. Prabhu said that jurisdiction and legislation can only sensitize people towards environment in a limited way only.

Environment concerns have to be cultivated and lauded by people themselves.

He shared his opinion that Cinematic Storytelling is a powerful method of spreading awareness and inspiring change. Because films are a very emotional medium.

Mr. Prabhu also remembered how Al Gore’s ‘An Inconvenient Truth’ generated conversations about the issue bringing it to people’s living rooms.

He concluded his address by stating his belief, that to tackle Climate Change what is required is a partnership between people, society and the govt.

Shri Ravi Aggrawal Additional secretary MoEF&CC complimented all the participants and filmmakers for dedicating their work towards creating awareness on the environment.

He said, “I believe that films are the most powerful tool of communication and it have the potential to create a lasting impact on the vast cross-section of people across various geographical locations”

He said, “The young generation needs to be sensitized to the destructive impact of climate change on human health—and festivals such as CMS VATAVARAN need to make a compelling case for how action today can avert still greater suffering for generations to come.”

Ms. Tamara Mona said, “It has become extremely important to address the environmental issues being faced in the Himalayans through knowledge sharing and awareness generation.”

“I am especially happy that the participants will get an opportunity to explore the different facets of the Himalayas other mountain regions in the world”

Ms. Mona emphasized that every society needs to develop a distinctive and eloquent voice of conscience on issues arising from the extraordinary assault on the ecosphere. She said, that the role of man-made climate change in causing what biologists call the sixth mass extinction — is now almost beyond question.

And it threatens to eliminate 20 to 50 percent of all living species on earth within this century. She said, the it has not been sufficiently understood that changes in our environment affect not just the planet but the people who live on it.

“Our global ecosystems create webs of interdependence that support life on the planet and climate change is affecting these ecosystems”, Ms. Mona said.

For example, rising temperatures create long-duration heat waves during which people sicken and die. Climate change increases the risk for certain infectious diseases, including malaria, dengue fever, West Nile virus, Zika, and Lyme disease.

Extreme weather and poor soil conditions cause agricultural shortfalls, leading to undernutrition and famine. There is even evidence that violence increases in warmer weather—including a study showing that pitchers throw "beanballs" (balls thrown with the intention of hitting the batter) significantly more often in hot weather.

She pointed out, that mankind needs prevention. The ultimate preventive medicine is reducing greenhouse gas emissions and replacing energy sources that depend on fossil fuels with those that do not.

Ms. Mona was of the view that festivals like CMS VATAVARAN need to present a sweeping synthesis of recent research documenting the profound health effects we face from climate change, along with a prescription for preventing them.

“CMS VATAVARAN is a timely and important resource for policymakers, scientist’s professionals, and concerned citizens alike with its main strength being that of communicating climate science in a clear manner to a non-academic audience”, she concluded.

At this inaugural,, the CMS IHCAP Environment Journalist awards were presented

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- IHCAP CMS Young Environment Journalist Award (Print)
Jayshree Nandi Hindustan Times
Her unique style of writing forces you to take a hard look on pollution and makes us evaluate the narrative of climate change
- IHCAP CMS Young Environment Journalist Award (Print)
Rahul Manav, Dainik Jagran
He presents facts in simple human interest manner and motivates people to take action.

- IHCAP CMS Young Environment Journalist Award (Electronic)
Milan Sharma, Aajtak
Her reporting stands out for its ability to lay out the impact of pollution in vivid manner.
- IHCAP CMS Young Environment Journalist Award (Online Media)
Bhaskar Tripathi, IndiaSpend
His writings are lucid in understanding how climate change is transforming every aspect of our lives.
- IHCAP CMS Environment Journalist Award
Nidhi Jamwal, Freelance Senior Environment Journalist
She writes in-depth reports and is an adept storyteller. Her reporting on climate change is vivid and have the capacity to stimulate action.



Himalayan Summit on Climate Change

(27th and 28th November, 2019)

Day I and Day II, of the Festival, saw the convergence of key speakers from IHCAP, Department of Science and Technology, Climate Change Officials from various Himalayan States, civil society organizations, multilateral agencies and key Educational/Research Institutes, involved with the Himalayan ecosystem.

The objective of the Summit was to provide a platform for stakeholders from the 12 Himalayan States and UTs to share their experiences, learnings, takeaways about the process, workings and impact of climate change adaptation related activities in their respective states under the NMSHE (National Mission for Sustaining the Himalayan Ecosystem) and IHCAP collaboration, particularly at the ground level.

Speakers threw a light on the individual efforts they have made, the knowledge products they created and also delved into discussions about the sustainability of the outcomes of their efforts.

Day I

The Summit was inaugurated by Ms. PN Vasanti, Director General, CMS India who spoke about the importance of using films as a ‘powerful tool’ to raise awareness about the depleting ecosystems.

Opening remarks were put forward by Ms. Marylaure Crettaz, Head Swiss Cooperation Office and Counsellor, Embassy of Switzerland in India who recollected SDC’s journey of working in the Indian Himalayan Region since 2011.

Ms. Crettaz reminisced about her experiences of working with DST and CMS India, detailing how their work has progressed in this region. Recalling their priorities in 2012 when they began this project in Himachal Pradesh-she illuminated on SDC’s vision of ‘how to replicate what we learnt in one place to other states and regions?’.

Speaking fondly of the fruitful experiences of knowledge sharing and organizational collaborations, she ended her welcome address by speaking about the next focus of the organization on Spring Management, Disaster Risk Reduction and Glacial Risk.

Dr. Nisha Mendiratta, Associate Head/Scientist G, SPLICE, Department of Science and Technology (DST), Government of India gave her special remarks on the fruitful experience of collaborating with IHCAP and the Himalayan States over the years.

Speaking of the future efforts in this area, she stressed on more collaboration between all stakeholders especially the states in tackling the stress of Climate Change.

The topics of deliberation on the summit's agenda ranged from assessing risk and vulnerability of the IHR towards climate change to capacity building of the locals on climate adaptation planning to knowledge enhancement of the media in reporting these issues.

The first session of the Summit was on Vulnerability and Risk Assessment in IHR, moderated by Ms. Marylaure Crettaz, participants spoke about the outline of the State Action plan on Climate change and what all activities have been undertaken to supplement work on capacity building.

This was followed by a second session on State Level training programs in IHR moderated by Mr. Mustafa Khan, Team Leader at IHCAP. Speaking with Mr. Sanjoy Ghosh, Vice-President of NABCONS, (NABARD Consultancy Services) the session was an extended conversation on strengthening capacity building on climate change in IHR as well as on adaptation planning taken on by the state governments.

Day II

The second day of the summit began with an enlightening session on Enhancing knowledge on spring-shed management in IHR.

Moderated by Ms. Annu Anand, Director, CMS Advocacy, Centre for Media Studies (CMS), participants spoke on initiatives taken by various state governments on spring shed management as well as the role of NMSHE and IHCAP in facilitating them.

This was followed by a session on Enhancing awareness and policy engagement on adaptation in IHR which was moderated by Ms. Divya Mohan, Science Policy Officer, IHCAP –PMU.

The participants emphasized on the media's engagement with respect to climate change reporting in IHR and how much IHCAP and NMSHE has been involved in the process.

They also spoke of the awareness campaigns, training workshops being undertaken by the governments in order to increase awareness among the media as well as increasing awareness through the media under NMSHE.

Mr. S.M. Sahai, IFS, Director General, Meghalaya Climate Change Centre (MCCC), Meghalaya and Mr. Lalthanpuia, Scientist B, Climate Change Cell, Mizoram Council of Science Technology and Environment, Mizoram spoke on how multi-stakeholder platforms facilitated through NMSHE & IHCAP have helped in advancing policy engagement on climate change in the states.

This was followed by an engaging group discussion amongst all the participants regarding their recommendations on the way forward for dealing with Climate Change in the IHR.(Indian Himalayan Region)

The two-day summit was brought to a culmination with the release of the Manual on Adaptation to Climate Change in the Indian Himalayan Region and a Comprehensive Report on Springs in the Indian Himalayan Region followed by a general address by Dr. Akhilesh Gupta, Adviser/Scientist-G, Head, SPLICE - Department of Science & Technology (DST), Government of India as well as Ms. Marylaure Crettaz.

Mr. Gupta spoke of his fond experience of collaborating with SDC and spoke of how emotional and nostalgic it made him to look back on it.

Speaking on the issue of springs he said that Spring management requires, consistent, continuous effort for a long time. Giving words of advice to the Summit participants he said that they should all be happy with what they have done and achieved but “Never be complacent, keep doing more and more.”

Concluding his remarks with giving assurance that SDC and DST will continue their collaboration in the future.

Ms. Crettaz also stressed on looking forward to more collaborations with DST on a national level.

She also specified that interventions in climate change need to move from hazard assessments to risk and vulnerability assessments. In this context she mentioned how SDC is working with NDMA for vulnerability mapping efforts.

Regarding future work, she mentioned how strengthening state strategies for climate adaptation is going to be the next target with emphasis on disseminating good practices.

Water, disaster management and capacity building and training are going to be priority areas in regards to partnerships with DST especially in carrying out ground based and needs based assessments.

She rounded up her address by lauding the partnership with CMS which she promises will continue in other areas of priority such as energy and air pollution.

Detailed Report is in the ANNEX 2



‘Music for the Wild: Session with Grammy Award Winner Ricky Kej (27th November, 2019)

On Day I afternoon, people thronged to the Bhim Hall to listen to Ricky Kej- a music composer, producer and an environmentalist by passion, who has made India proud by winning the 57th Annual Grammy Awards for his world music album ‘Winds of Samsara’.

Kej talked about his winning compositions, his experience at the UN and his initiatives to protect the environment, making the world a better place to live in.

Talking about his journey and initial training in music Kej said, “Well I pursued a BDS degree since my father wanted me to be a doctor, but while I was doing Dentistry I was already doing music professionally.

“So I formerly learned western classical from the London School of Music and Indian classical from a tutor in India.”

Speaking about his love for the environment, Kej said, “the environment is my passion after I won the Grammy I decided to dedicate the whole of my life on the environment.

So for much of the past six years, I have only created music on the environment, I don’t do film music or pop music, I only create music for our planet!”

Kej next took the audience through a tour of his Grammy Winning album -‘Winds of Samsara’ which portrays the ideals of love and peace as shown by the two great world leaders Mahatma Gandhi and Nelson Mandela.

‘Winds of Samsara’ is a world music album, which had musicians from all parts of the world.

Kej also shared his experiences about being the ambassador at the UN, UNESCO and UNICEF.

Said Kej, “As an ambassador with the UNICEF & UNESCO, I have worked a lot on the environment and with children creating educational programs on environment and sustainability, teaching them how to live with more compassion.”

“I encourage people to be kind, to do more for society and contribute to life in general. I have also worked for WHO when it comes for health and also work with the United Nations Environment when it comes to the health of the forests and issues related to climate change.

Kej has performed at the UN general assembly I have performed thrice in front of a small set of select audiences and am again performing in September. I have performed in front of more than a lakh and 80,000 + audience and am doing quite a lot of concerts in India too.”

Talking about his collaborations and future projects, Kej said, “I work with a brilliant flute player in South India Varijashree Venugopal, and with Pt.Vishwa Mohan Bhatt I have done 30-40 concerts all over the world, I have worked with Shankar Mahadevan and Hariharan too.

He also spoke about his album called ‘Shiva’ which is an intersection of spirituality and conservation.

Kej’s session concluded with the sharing of the music of ‘Wild Karnataka’.

The Premier of ‘Wild Karnataka’ (27th November, 2019)

‘Wild Karnataka’ is an unprecedented film on Karnataka’s rich Biodiversity narrated by David Attenborough and shot on Ultra High Definition.

The film portrays the state with highest number of Tigers and Elephants using the latest technology.

Shot over four years with 400 hours of footage, ‘Wild Karnataka’ is a one-hour blue chip film that gives you a glimpse of Karnataka’s stunning wildlife, all in ultra HD.

From underwater shots of its diverse marine life to close-ups of Karnataka’s tigers and aerial footage of the vast, diverse topography, the film shows you a side of Karnataka that’s never been documented in such detail before.

The team behind this extraordinary film includes award-winning wildlife photographers and filmmakers Amoghavarsha JS and Kalyan Varma, one of India’s most experienced naturalists, Sarath Champati as well as Vijay Mohan Raj, Chief Conservator of Forests at the Karnataka Forest Development Corporation.

Released in collaboration with the Karnataka Forest Department, the film is poised to put Karnataka on the global map, with footage that is on par with international blue chip wildlife documentaries.



Master Class on Green Filmmaking. By 'National Science Film Award' Winner – Director Anoop Khajuria (28th November, 2019)

Mr. Khajuria's session was an introduction to the world of Nature and Green filmmaking.

He discussed with the audience, effective ways to become an independent filmmaker.

He impressed on the audience that never has the time been more critical for filmmaking to help make a difference to the natural world, and how films can be a powerful tool for conservation.

His talk covered all the key topics, aspiring filmmakers would want to be discussed.

This included all pre-production activities including how to raise funds, how to choose and use the filming equipment one needs, plus a guide to post-production.

He also explored topics like reaching audiences, organising screenings, using social media, monitoring effectiveness and ethical considerations.

His talk also featured case studies from his own body of work.

All these topics were interspersed with examples from 'Whispers of Warming' - the one-hour documentary film on climate change, directed by Anoop Khajuria, and revolving around climate change and the serious health hazards that it poses.

The film tells the story of the people who inhabit the western Himalayas and are being impacted by the climate change due to global warming.

It documents the phenomenon of climate change through the perceptions of people in the State of Jammu and Kashmir and focuses on their struggle to adapt to changing weather conditions.

The second film he shared – The Golden Thread talked about how the very way of life, of the weavers of Assam, producing a certain kind of silk is now threatened because of global warming and climate change.



Workshop on 4K Filmmaking. By Nandan Saxena and Kavita Behl (29th and 30th November, 2019)

Two hard-hitting workshops took place on Day 3.

The first was by National Award-winning documentary duo Kavita Bahl and Nandan Saxena, who conducted the first part of their workshop on the 29th. (and the second the next day)

The workshop was about shooting 4K Films. But it was very nicely interspersed with personal anecdotes from the duo's own oeuvre over the years, with some of the finest films they have shot.

The presenters discussed video production landscape and how it is changing the world of high-definition movie making.

Their talk provided the audience with important perspectives on high-definition, technical information about video and filmmaking technologies and real-world tips for getting the most out of your filmmaking equipment investment.

Topics discussed ranged from-

- What are your camcorder/equipment options?
- Different types of video formats.
- Post-production workflows
- Shooting professional quality films on budget
- How to go beyond manufacturer hype and learn how one can max out on the equipment one has.

The workshop discussed how filmmaking has changed dramatically over the past few years. Without accurate and honest analysis of these changes, huge mistakes artistically, technically and most importantly, financially are made by filmmakers.

Historical perspectives and technical discussions were made surprisingly simple to be understood by the participants. The entire workshop was heavily illustrated with stills, charts, and photos.

The Directors shared a film about their exploration of the intersection between government policy, livelihood, the ecology and human rights.

In 'I Cannot Give You My Forest', Kondh adivasis from Rayagada in Orissa simply but powerfully demonstrate their symbiotic relationship with the forest, which is a rich source of nutrition for them.

The 30-minute documentary emphasises the need to preserve India's forests from commercial exploitation, and is the latest attempt by the filmmakers to throw a light on the fragile state of India's national resources.

Their film 'Cotton for My Shroud', made in 2011- a 52-minute documentary examines the spate of suicides by farmers in Maharashtra's Vidarbha region, caused in part by heavy debt and dependence on high-yield seeds pushed by the Monsanto Corporation, was also shared.

The audience felt quite moved, with their 2013 film, looking at the crisis facing the agriculture sector in Punjab by interviewing the widows of farmers who had committed suicide.

Dammed, also made in 2013, takes the filmmakers to Madhya Pradesh. The big dam critique is narrated from the point of view of activists and locals from Khandwa district, who stand neck-deep in the waters of the Narmada River to register their peaceful protest against the dumping of dam water on their fields and the paltry compensation being offered to get off the land of their ancestors.

Like all of the duo's projects, Dammed is a beautifully shot and produced protest film that reveals the fault lines between Indian rural and tribal communities on the one side and the government and corporations on the other.



Workshop on Green Filmmaking. By ‘National Award Winner’ Dinesh. S. Yadav (29th November, 2019)

Another incredible and much talked about workshop happened in the afternoon of Day 3 by Dinesh Yadav. The Director talked about the techniques, challenges and opportunities of environmental and green film-making as well as his award-winning film- ‘Turtle’

Informing the audience about the film, Dinesh said “Turtle is an independent film made on a low budget. The film addresses the issue of water scarcity. It has urgent educational value. Across India, drought is a major problem. Rajasthan is just one of the many drought-hit states. The water crisis in India needs to be solved urgently. It baffles me how we teach complex lessons to younger generations, but don’t instruct them about water conservation.”

Hailing from Madhya Pradesh, Dinesh graduated in editing from the Film and Television Institute of India. While in college, he made the short film Aashaad that travelled the festival circuit. For his debut feature, Dinesh zeroed in on the folk stories of Rajasthani writer Vijaydan Detha, popularly known as Bijji.

Dinesh was also fascinated by the village settlement pattern called ‘Dhani’ in rural Rajasthan. “In ancient times, dhanis (nucleated settlements) were created around a single well, which fed one family. As the population grew, more wells were dug and more dhanis were made. I found it interesting that such a centuries-old tradition was linked to the availability of water. The moment there’s a crisis, all structure breaks down and people come to blows.”

Turtle was shot in the drought-prone villages of Kudli, Phagi, and Dehlon.

Talking about Green Filmmaking per se, Dinesh said, that there are many different routes into the Green filmmaking industry – and many of these involve luck and chance.

There is no set path that will guarantee you success, but there are definitely a number of things you can do to prepare yourself for the best chance.

His talk started by looking at a few general ways one can prepare oneself, whatever job in Green filmmaking one is looking for. He spoke about the following points, specifically.

1-Learning about Natural History should come naturally to you! If you are not passionate about natural history in the first place perhaps you will be better-off pursuing a career in another area of film/TV that will be easier to get into and better paid!

Learn about natural history by studying, by reading, by watching TV and through first-hand experience in the field. A good knowledge of wildlife throughout the world is highly desirable (but not essential as you always research your topic), along with a good grasp of world geography.

Although there may be specific aspects of natural history you specialise in, you can't guarantee work in your particular field of interest, so a wide general knowledge can only be a good thing.

Your learning about natural history should include animal behaviour, and much of this will come from watching wildlife films, and from nature itself. Spend time in the field watching wildlife for long periods, make notes, understand what the animals are doing, start to learn fieldcraft so that you can watch animals without being seen, heard or smelt.

Get yourself a good pair of binoculars. Practise tracking animals, building hides, pretend you are making a film and make notes of shots you could have taken or sequences you would like. This is useful whether you want to be a camera operator, or a producer, writer, picture editor and so on.

Read books on natural history, and magazines such as BBC Wildlife Magazine. Study atlases and test yourself on where in the world various creatures (and plants) come from. Strive for expertise – never stop learning.

2- Watching TV is about watching as much wildlife and Green programming on TV as you can. Get to know the names of personnel connected with various companies/productions. Pretend you are a judge at a Green film festival and analyse each film carefully.

Make a special effort to see films that win awards at the Green film festivals.

3- Develop key skills that help in Green filmmaking.

Computer skills are needed across the board these days – so make sure you are completely happy with the basic necessities such as emailing, surfing the Internet, word processing (especially using Microsoft Word), and generally using computers.

Other skills such as image manipulation (eg using Adobe Photoshop), desktop publishing, video editing (eg Adobe Premiere or Final Cut), website editing (eg Macromedia Dreamweaver and/or WordPress) and interactive programming will be a bonus, and may even make the difference between you getting a job or not. Develop your computer skills through courses, teach-yourself books, watching someone already skilled, and lots of practice.

Communication skills are also essential whatever you do. This may sound obvious yet I have employed people in the past who were highly skilled at specific jobs yet unable to communicate adequately.

Financial skills will certainly be important if you are a producer in charge of the film budget, but will also be crucial if you are to be self-employed. You can take short courses in basic accounting and book-keeping, or study from teach-yourself books. Practice using spreadsheets on your computer (eg Microsoft Excel).

Production Planning – read as much as you can about TV production (although it is unlikely to be specific to wildlife or nature, it will still be very useful).

Pretend you are in charge of a new production and go through every part that a producer will have to deal with. Make copious notes and flow charts – plan everything you will require to realise the production (staff, equipment, logistics etc) – cost everything up and prepare a budget and timescale.

Research – choose a topic for a film and go through the research process. Use libraries and the Internet to find out as much about the subject as you can, and condense your notes to the facts that you think will be most relevant for the film idea. Get to know the most effective and quickest routes to get the information you need.

Writing – study award-winning scripts and practise writing your own. Examine subject-selection and story-line structures. Develop an idea for a wildlife film in your head and just start writing what you envisage the narrator saying. Then keep going back to it and re-writing.

Get someone else to read it to you and see how it sounds. Take courses in creative writing (correspondence courses or at adult education centres).

Find a mentor who can guide and advise you.

Camera work – assuming you can't afford to buy a top end High Definition or 4K camera and dive in at the deep end, the best way to start practising is with a DV camcorder.

Even the cheapest palmcorder or mobile phone will at least get you taking moving pictures and analysing your results. Practise your camera skills and your field craft together – then watch the footage on your TV and make notes about what you need to improve. How do the pictures compare to films you want to emulate? Learn to understand filmic-grammar. Improving your stills photography skills will also help you understand the basics of lighting, exposure, lenses, framing shots etc.

Sound recording – you can start to practise recording wildlife sound with almost any sort of portable recorder – small digital recorders are very affordable these days. Get yourself a good directional microphone and a pair of omnis and you're off. Practise recording atmospheres as well as individual animal sounds, mono and stereo.

Find the best methods of reducing hiss, and avoiding traffic and handling noise. Parabolic reflectors will help you pick up sounds from animals without having to get so close that you disturb them.

Also practise editing the sound you record – the best method these days is to do it on your computer with software such as Audacity or Reaper. Great advice can be had from the Wildlife Sound Recording Society.

Picture Editing – a good way to start is with plenty of practice on your computer. Only recently have computers been able to handle the large file-sizes involved with video, so you are starting at a good time. The basic editing packages that come free with computers (MovieMaker on a PC and iMovie on a Mac) are perfectly good to start practising editing. Then later you can upgrade to a more versatile platform such as Final Cut Pro or Adobe Premier.

Experiment using sequences in different ways. Write and record a narration over the top – it will help you develop a flow for the production.

Presenting – team up with someone who wants to be a camera operator, and practise together! The more you do it the less self-conscious you will feel, and the less likely you will be to stumble on words (and tree roots). Develop your own style; watch other presenters on TV and analyse what they are doing. Get other people to watch your results and tell you what they really think. Write down their comments and make necessary changes. Work at it. It doesn't always come naturally – everyone can improve.

Network!

It's true that it's often 'whom you know' not 'what you know' that gives you the biggest breaks in this industry. 'Networking' is simply meeting others in the industry, introducing yourself, getting your name and face known, seeking opportunities, selling yourself. It's vital, and it's a skill that doesn't come easily to some.

Letters, emails and phone-calls are some methods but there is nothing like meeting people face to face, and wildlife film festivals are the best place to do this. Go to as many festivals as you can.

Overall, Dinesh's workshop was appreciated both for its instructive capacity for filmmaking as well as the anecdotes he narrated about 'Turtle'



Talk on 'Role of Education and Communication in Conservation and Development' (30th November, 2019)

- Dr. Erach Bharucha, BVEER,
- Dr. N Bhaskara Rao, CMS,
- Dr. Vivek Saxena, IUCN,
- Dr. Balakrishna Pisupati, IUCN CEC

Eminent experts working in the sector of environment education and communication spoke at this session.

Dr Bharucha elaborated on how the system originated and took shape in its various form today. He explained how focus is on empowering people to inspire love of nature, in their lives. The idea is that the more people experience, connect with, and share their love of nature, the more support and action there will be for its conservation.

Personal experiences and connections with nature provide powerful benefits for individual and societal health, well-being, and resilience and are also the foundation of a lifelong support for nature conservation, including parks and protected areas, and the achievement of biodiversity and sustainable development goals and targets.

Dr Rao spoke on his experience and explained how environment and development are tow sides of the same coin. They need to be understood together and therefore, in communicating environmental issues, this should not ne forgotten.

Dr Bala also spoke about attest trends and understanding from commercial sector and advertising and how they could be applied to environment communication and education.

This panel also gave away the first IUCN CEC Award was given to Dr Kedar Gore for his efforts in conservation.



Training Session for Teachers on 'Building Conservation Leadership through Education' (30th November, 2019)

This workshop was about linking School Education to Conservation.

One of the biggest challenges to conservation in India is the rate at which the environment is degrading and natural resources are depleting.

While development is inevitable, it is possible to achieve it in a sustainable manner, which ensures the preservation of the environment.

Experts in environment and education are convinced that environment education should go beyond books to equip students to make informed decisions and build skills to take environmentally responsible actions for their immediate surroundings.

This talk focused on building an empowering action model where the whole school is motivated to explore, understand and apply the principal of sustainability in their school ecosystem.

The teachers have to play a key role in-

- Enhancing knowledge and awareness about the local environment.
- Inculcating pro-environment behaviour and conservation mindset.
- Developing skills and action competence among students and educators enabling them to convert their own school, home and community into environmentally conscious entities.

It is important for teachers to see that the school students are prepared with requisite knowledge, skills and attitudes for the future they will inherit.

Teachers need to introduce them to the wonders of the natural environment, developing their commitment towards conserving it for a more sustainable future.

As part of this effort, teachers through training programmes have been handed the responsibility of developing the skills required for a sensitive approach towards the environment such as leadership, communication, effective thinking, decision making, problem solving and collaboration.

Neha Raghav Senior Manager, Environment Education at WWF took this session with educators and teachers. She also shared the range of resources and material available to schools and educators on various environment and wildlife issues.



Workshop for Students on ‘Green Careers – Environment, a Cause and a Career’ (30th November, 2019)

In a country with many social and environmental issues, choosing a career for the environment can present interesting opportunities.

As India transitions to a more inclusive green economy, making a green career choice can bring benefits for our country and ensure that a healthy environment supports our collective well-being.

Despite growth in the job market for the environment, and the emergence of many new and exciting career options, many of these career pathways are not well known to most Indians.

There are sometimes also misconceptions about what working for the environment means, as it goes far beyond working as a Park Ranger in a remote nature reserve that is fenced off from people.

Traditional conservation careers include the Game Ranger, Taxonomist, Freshwater Ecologist and Marine Biologist, amongst others.

In recent years there are many new and interesting green jobs emerging such as the Environmental Manager, Environmental Lawyer, Environmental Engineer, Environmental Economist and Sustainability Manager.

Some careers that we know well are also changing to contribute to our economy as it becomes greener. These include electricity efficiency in green architectural design and plumbing for water efficiency.

How then, can we, in our career choices, contribute to India’s low-carbon future and our green economy?

This talk was about sensitizing people and make them seek quality information and tools to guide and inspire decision making for a green career.

The workshop provided key insights on career strengths and preferences and how to tailor them to the growing green economy, e.g., clean energy, sustainability, circular economy, resiliency, and more.

Attendees also shared and discussed the current market dynamics of the “green” economy.

A core goal of the workshop was to help attendees identify where they want to focus their career plan. Participants chose one sector from four Green Economy sectors in order to identify what interests them most. The sectors were-

-Creating Demand– which includes Research, Design, and Consulting Service; Governmental and Regulatory Administration; and Environmental Protection.

-Infrastructure (IT/Build Environment)– which includes Energy & Smart Grid, Information Technology, Buildings, Transportation.

-Manufacturing Cycle– which includes Extraction Raw Materials, Processing Materials, Supply Chain, Manufacturing, Distribution, Waste and

-Nature– this includes but is not limited to Environmental Science, Natural Resource Management.

To sum up, the workshop provided valuable resources and tools for developing a Green Career Plan.

It also offered participants a chance to interact with each other and created tremendous connections and empathy.

Ms Mansi Monga, Senior Programme Officer from WWF undertook this session with students and educators.



AWARDS NITE

The gala Awards nite was hosted on the last day of the four day festival. In a beautiful ceremony all the awards for the MOEFCC SHORT Film Competition on Pollution and the 10th CMS VATAVARAN competitive edition were announced and given away.



9. COMMUNICATION AND PROMOTION

The 10th CMS VATAVARAN's communication and promotional plan followed a two pronged process- online and on-ground promotions. The festival was promoted through social media posts, organic and paid online promotional activities, while on-ground activities such as film screenings, poster making competition, and quiz competitions, etc. were organised.

Promotional collaterals:

The promotional poster, award invitation and programme schedule were distributed in 200 institutions, colleges, schools, organisations, embassies, ministries, corporate, PSU s, etc. Special visits were made to educational institutions including mass communication institutes, environment departments, eco clubs of Delhi University, located in the Delhi NCR region.

The breakup of the classified locations where the posters were displayed is given as under-


S No	Company/Organization/School	Address	Area
1	Akshara Theatre	11 B, Baba Kharak Singh Marg	CP
2	Constitution Club	Rafi Marg	CP
3	Federation House	Tansen Marg, Connaught Place	CP
4	Hungarian Cultural Centre	1-A Janpath.	CP
5	Indira Gandhi National Centre for the Arts	1, C. V. Mess, Janpath,	CP
6	Iran Culture House	18 Tilak Marg.	CP
7	Israel Cultural Centre	Embassy of Israel, 3 Aurangzeb Road.	CP
8	Italian Cultural Centre	50-E Chandragupta Marg	CP
9	Kamani Auditorium	Copernicus Marg. Near Mandi House	CP
10	Lalit Kala Akademi	35, Feroze Shah Road Rabindra Bhawan	CP
11	LTG Auditorium	Copernicus Marg. Near Mandi House, New Delhi	CP
12	Max Mueller Bhavan	3, Kasturba Gandhi Marg	CP
13	NSD Repertory Company	Rabindra Bhavan	CP
14	Russian Science & Culture Centre	24 Feroze Shah Road. New Delhi - 110001	CP
15	Sahitya Akademi	Rabindra Bhavan.	CP
16	Sangeet Natak Akademi	Rabindra Bhavan.	CP
17	Shriram Bharatiya Kala Kendra	1 Copernicus Marg, Near Mandi House	CP
18	Sriram Centre for Art & Culture	3rd Floor, 4 Safdar Hasmi Marg	CP
19	Studio Theatre	National School of Drama Bahawalpur House, Bhagwandas Road	CP
20	The Agha Khan Hall	6, Bhagwan Das Road	CP
21	Triveni Kala Sangam	205 Tansen Marg.	CP
22	Vigyan Bhawan Auditorium	Maulana Azad Road.	CP

23	Vikrishta Madhyam (National School of Drama)	Bahawalpur House, Bhagwan Das Road	CP
24	Air Force Auditorium	Subroto Park, Dhaula Kuan.	Dhaula Kuan
25	Instituto Hispania	S-347, Block S, Panchsheel Park South, Panchsheel Park, New Delhi, Delhi 110017	Panchsheel
26	Alliance Francais	Near IIC/ INTACH	Lodhi Estate
27	India International Centre	40, Max Mueller Marg	Lodhi Estate
28	India Habitat Centre, IHC	Core 5 A, Lodhi Road	Lodhi Road
29	Islamic Centre	87-88, Lodhi Rd, Lodhi Gardens, Lodhi Estate, New Delhi, Delhi 110003	Lodhi Road
30	Sanskriti Kendra	Anandgram, Mehrauli, Gurgaon Road, Opposite Ayanagar	Mehrauli
31	National Science Centre (NSC)	Near Gate No.1, Bhairon Road Pragati Maidan	Pragati Maidan
32	Siri Fort Auditorium	Asiad Village Complex.	Siri Fort Road
33	Jawaharlal Nehru Auditorium	AIIMS, Ansari Nagar.	South Ex
34	Alliance Française de Delhi	72, KK Birla Marg, Lodi Estate	
35	British Council	17, Kasturba Gandhi Marg	CP
36	American Centre	24 Kasturba Gandhi Marg	CP
37	French Information Resource Centre	2 Aurangzeb Road.	CP
38	Nehru Memorial Library	Teen Murti Bhawan,	CP
39	All India Radio	Akashvani Bhawan, Sansad Marg	CP
40	Doordarshan	Doordarshan Bhawan, Copernicus Marg,	CP
41	CII - ITC Centre for Excellence on Sustainable Development	124, Janpath 2nd Floor, Thapar House	Janpath
42	Delhi Tourism Development Corporation Ltd	Defence Colony	Defence Colony
43	Department of Science & Technology, Govt. of India	Technology Bhavan, New Mehrauli Road	Mehrauli
44	Gandhi Peace Foundation	Environment Cell, 221/223, Deen Dayal Upadhyay Marg	
45	Japan Foundation	5-A, Ring Road, Lajpat Nagar-IV; near moolchand metro station	Lajpat Nagar
46	Ministry of Environment and Forests, Govt of India	Indira Paryavaran Bhavan. Jorbagh Road. New Delhi - 110 003.	Jor Bagh
47	National Museum of Natural History (NMNH)	FICCI Building, Tansen Marg, New Delhi, Delhi 110001	CP
48	Oxfam India	Shriram Bharatiya Kala Kendra, 4th and 5th Floor 1, Copernicus Marg	CP
49	Ozone Cell, MoEF	India Habitat Centre	Lodhi Road
50	The Asian Development Bank	37, Golf Links	Golf Link
51	The World Bank	70, Lodi Estate	Lodhi Estate
52	UNDP		Lodhi Estate
53	UNESCO -United Nations Educational, Scientific and Cultural Organization	UNESCO House 1, San Martin Marg, Chanakyapuri New Delhi - 110 021 INDIA	Chanakyapuri

54	UNICEF	73, Lodhi Rd, Lodhi Gardens, Lodhi Estate, New Delhi, Delhi 110003	Lodhi Estate
55	World Wide Fund for Nature • India (WWF)	Lodhi Estate	Lodhi Estate
56	AJK MCRC, Jamia Milia Islami University	Jamia Milia Islami, Jamia Nagar	Jamia Nagar
57	Amity Institute of Education	M-44, Saket, N. Delhi - 17	Saket
58	Amity Institute of Environmental Science	J-1, Room No. 21, Ground Floor, Amity University Uttar Pradesh, Sector 125	Noida
59	Apeejay School of Mass Communication	Sector-8, Institutional Area, Dwarka	Dwarka
60	Banarsidas Chandiwal Institute of Hotel Management & Catering Technology,	Chandiwala Estate, Maa Andamai Marg, Kalkaji, N. Delhi - 19	Kalkaji
61	Bharati Vidya Bhawan's, Sardar Patel College Of Communication & Management	Kasturba Gandhi Marg,	CP
62	Delhi Film Institute	75-76, Amrit Nagar,, South Extension Part - I,, New Delhi, Delhi 110049	South Ex
63	Delhi School of Communication	321/2, IGNOU Road, Neb Sarai	Neb Sarai
64	DFID India, British High Commission	Shantipath, Chanakyapuri, New Delhi, Delhi 110021	Chanakyapuri
65	Fore School of Management,	Adhyatam Kendra, B-18, Qutab Institutional Area, Delhi - 16	Qutab Institutional Area
66	Gargi College	University Of Delhi, Siri Fort Road, N. Delhi - 49	Siri Fort Road
67	Hindu College	Delhi University, Delhi-7	Delhi University
68	I P University	Kashmere Gate,	Kashmere Gate
69	IGNOU	Room No. 22 Block No.1, IGNOU, Maidan Garhi	IGNOU
70	IILM	Rai School Complex, Institutional Area, 3, Lodhi Rd, Delhi 110003	Lodhi Road
71	IIT -Atmospheric Sciences , Energy Studies, Biological Sciences Department	IIT Delhi, Jia Sarai, New Delhi, Delhi 110016	IIT
72	Indian Institute of Mass Communication (IIMC)	JNU Campus, Aruna Asaf Ali Marg	JNU
73	Indraprastha College For Women	Sham Nath Marg, Delhi - 54	Sham Nath Marg
74	Institute of Information Technology & Management	D-29, institutional Area Janakpuri, New Delhi-110058	Janakpuri
75	J N U - Environmental Science Dept	Jawaharlal Nehru University, New Delhi, Delhi 110067	JNU
76	Jagan Institute of Management Studies JIMS,	3, Institutional Area, Sector 5 Rohini Delhi - 85 E-mail jims@vsnl.com	Rohini
77	Jesus and Mary College	University of Delhi, Chanakyapuri, New Delhi-21	Chanakyapuri

78	Kalindi College,	University of Delhi, East Patel Nagar, ND-8	Patel Nagar
79	Kamala Nehru College	August Kranti Marg, New Delhi - 49	Siri Fort Road
80	L.B.B.College of Nursing,	45-46, Tughlakabad Area, New Delhi-62	Tughlakabad Area
81	Lady Irwin College,	Sikandara Road, New Delhi - 110001	CP
82	Lady Shriram College for Women	University of Delhi, Lajpat Nagar, N. Delhi-24	Lajpat Nagar
83	Lakshmibai College	Ashok Vihar, Ph-III, Delhi-52	Ashok Vihar
84	Lal Bahadur Shastri Institute of Management	11/07 Dwarka Sector 11, Near Metro Station, New Delhi, Delhi 110075	Dwarka
85	Madhu Bala Institute of Communication and Electronic Media	120-B, Madangir Village, Near Local Shopping Center, Madangir	Madangir
86	Maitreyi College,	University of Delhi, Chanakyapuri, Bapu Dham, ND-21	Chanakyapuri
87	National School Of Drama	Bahawalpur House, Bhagwandas Road	CP
88	P.G.D.A.V. College	University of Delhi, Nehru Nagar, Ring Road, Delhi-65	University of Delhi
89	PEARL ACADEMY OF FASHION	A - 21/13, Naraina Industrial Area - Phase II	Naraina
90	Pioneer Media School	2nd Floor, Link House, 3, Bahadur Shah Zafar Marg	CP
91	Polytechnic for Women	A-3, South Extension-I, Ring Road	South Ex
92	R M Institute of Hotel Management	N 13, Sainik Farms (South)	Sainik Farm
93	Ram Lal Anand College(Evening),	University of Delhi, Benito Juarez Road (Anand Niketan) New Delhi-21	Anand Niketan
94	Ramjas College	University Of Delhi, Delhi - 7	University of Delhi
95	S.G.T.B. Khalsa College	University Of Delhi, N.Delhi - 7	University of Delhi
96	Shri Ram College of Commerce	University of Delhi, Delhi-07	University of Delhi
97	Shyam Lal College(Evening)	University of Delhi, Shahadara, Delhi-32	University of Delhi
98	Shyama Prasad Mukherjee College (Women)	Rd, No-75, Punjabi Bagh, N.Delhi- 26	Punjabi Bagh
99	South Delhi Polytechnic For Women	Lajpat Nagar- IV,	Lajpat Nagar
100	Sri Venkateshwara College,	Dhaura Kuan, Univ. of Delhi, Dhaura Kuan, New Delhi-21	Dhaura Kuan
101	St. Stephens College,	Delhi-7	University of Delhi
102	TERI University	Plot No. 10, Institutional Area	Vasant Kunj
103	Vivekananda College	Vivek Vihar, Delhi	Vivek Vihar
104	YMCA	Y.M.C.A. Jai Singh Road	CP
105	YWCA	Near Bangla Sahib Gurudwara	CP
106	Zakir Husain College	Jawaharlal Nehru Marg, ND-2	
107	ASN Sr. Secondary School Mayur Vihar	Mayur Vihar I, Delhi-1100 91	
108	St Mark's Sr. Sec. School	A- Block, Meera Bagh New Delhi-110087	
109	The Heritage School Vasant Kunj	D-2, Vasant Kunj New Delhi-110070	

110	Suraj Bhan D.A.V. Public School	F-10/15, Vasant Vihar, New Delhi - 110057 India	
111	Gurukul The School Ghaziabad	NH-24, Hapur Bypass, Near Dasna Railway Crossing Ghaziabad-201302	
112	Maharaja Agarsain Public School Meera Bagh	Phase 4, Ashok Vihar New Delhi-110054	
113	St Mary's School	B-2 Block, Madam Sara Mathew Lane, Safdarjung Enclave New Delhi-110029	
114	Cambridge School	Sector-27, Gautam Budh Nagar Noida-201301	
115	Gurunanak Public School	Pushpanjali Enclave, Pitampura, New Delhi-110034	
116	The Heritage School Rohini	Plot No. 8 Sector -23, Rohini, New Delhi - 110085	
117	DAV Public School Dwarka	Dwarka South West, Sector 6, Near Dwarka Departmental Store, New Delhi, Delhi 110075	
118	Sharda University	Plot No. 32-34, Knowledge Park III, Greater Noida, Uttar Pradesh 201306	
119	Maharishi Valmiki College of Education	Geeta Colony, New Delhi, Delhi 110031	
120	Deen Dayal Upadhyaya College	Sector 3, Dwarka, Opp NSIT, New Delhi, Delhi 110078	



IHCAP Presents
10th CMS Vatavaran
Environment & Wildlife International Film Festival and Forum
2019
FESTIVAL THEME: CELEBRATING HIMALAYAS
27-30 NOV 2019
Dr Ambedkar International Centre
Jangpeth, N. Delhi

COME, PARTICIPATE & EXPERIENCE ASIA'S LARGEST GREEN FILM FESTIVAL & FORUM

SCREENINGS of Nominated Films
SHORT FILMS on Pollution
SEMINARS & WORKSHOPS for Journalists, Filmmakers, Teachers & Students
EXHIBITIONS, COMPETITIONS, PERFORMANCES & MUCH MORE

Register today!

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Supported by: Ministry of Environment, Forest & Climate Change, Government of India
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2019
Theme: Pollution

Come, Watch the Award Winning Entries and join the Movement Against Pollution

27-30, November 2019
Dr Ambedkar International Centre,
15 Jangpeth, New Delhi

Register today!

For more information, please contact:
M: 98183 67459, 95822 54615
E: shortfilm-moefcc@gov.in

http://moefcc.cmsvatavaran.org

10. ONLINE PROMOTION

Website:

The 10th CMS VATAVARAN's website highlighted Call for Entries for films, Young Environment Journalism Awards and Prithvi Awards. Regular updates on the film entries, nominated films, programmes such as sessions, workshops, confirmed speaker, press releases were uploaded.

Registration on the website began in October 2019 with the media and free registration. By then, the website began its sessions, workshops and school registrations.

Social Media:

Social media engagement with our audience is a continuing process. The Facebook, YouTube and Twitter pages of CMS VATAVARAN carried regular news updates on environment and wildlife issues along with the festival updates.

During the course of the festival preparation, details of announcement of call for entry, nomination jury, award jury, programme schedule, etc. were regularly shared on the two social media platforms.

Along with it, the challenge with these platforms was to drive greater engagement with its followers. Posts related to screenings, achievements of people in the field of environment, team's visit to various programmes, etc. were regularly shared.

Daily updates of the 10th edition of the film festival and forum began by June 2018 with the announcement of the call for entry to submit films. A monthly glimpse of the social media plan (Facebook) of the 10th CMS VATAVARAN is as given below-

Month	Updates	Facebook post engagement (Highest Total Audience) Reach in a day each month)
June 2018	1. Announcement for Submission 2. Environment and Wildlife News Updates	6868 on June 06, 2018
October 2018	1. Film Submission Announcement 2. Environment and Wildlife News Updates	640 on October 14, 2018
December 2018	1. Early Bird Deadline of Festival Submissions 2. Environment and Wildlife News Updates	1803 on December 07, 2018
January 2019	1. Last call for entry 2. Environment and Wildlife News Updates	1242 on January 12, 2019
February 2019	1. Festival Deadline 2. Environment and Wildlife News Updates	5777 on February 18, 2019
March 2019	1. Final Call for entry	1096 on March 03, 2019

	2. Environment and Wildlife News Updates	
April 2019	1.Submissions Deadline Extended 2. State level media workshop in Assam on "Climate Change reporting on Himalayas" 3. Festival Submission Video	10380 on April 04, 2019
May 2019	Environment and Wildlife News Updates	869 on May 14, 2019
June 2019	1. Climate Jargon Series Term of the day 2. WED 2019 3. Glimpses form the past Festival 4. Short Film Competition on Pollution 5. Environment and Wildlife News Updates	1292 on June 06, 2019
July 2019	1. Announcement of the Nomination Dates 2. Announcement of the Nomination Jury Members 3. Nomination Jury Meeting 4. Mini Himalayan Festivals	2950 on July 07, 2019
August 2019	1. Announcement of the Nominated Films 2. Environment and Wildlife News Updates 3. Mini Himalayan Festivals 4. Posts on the nominated films 5. Announcement of the Award Jury Dates 2. Announcement of the Award Jury Members	9946 on August 27, 2019
September 2019	1. Posts on the nominated films 2. Award Jury Meet 3. Mini Himalayan Festivals 4. COP 2019 5. Announcement of the three-day "National Media Consultation on Climate Change reporting in the Himalayas"	4307 on September 03, 2019
October 2019	1. Posts on the nominated films 2. Announcement of "Young Environment Journalist Awards, 2019" 3. Announcement of Prithvi Awards 2019!!	719 on October 15, 2019
November 2019	1. Programme Announcement 2. Speakers Announcement 3. Announcement of Partners 4. Schedule of screenings 5. Call for online registration 6. Collaborative programmes with partners 7. Celebrities posts 8. Updates during the film festival	9207 on November 25, 2019

Active engagements on both the social media platforms were seen during the film festival and forum. Live tweets by CMS, partners, participants and journalists using the hash tag #VATA2019 helped us to share regular updates on the simultaneous programmes held in the four-day festival and forum. Facebook was used to share images with a brief on the programmes at the end of the day.

YouTube:

Promos, trailers of the nominated films were all uploaded on YouTube and subsequently shared on Facebook and Twitter.

Green Film Network:

The Green Film Network (GFN) brings together some of the major film festivals (36) that happen annually around the globe with focus on environmental issues. This platform was extensively used to promote the call for entry announcement, share information of collaborations, share updates of the 10th CMSVATAVARAN.

Digital Mailers:

Digital Mailers were sent for participation & programmes promotion to filmmakers, corporate, media, govt organisations, civil societies, PSU, international environment and wildlife film festivals, environmentalist, academic & professional institutes, defence sector.

The digital mailers were distributed to a network of more than 31000 people in the country representing filmmakers, academicians, conservation organizations, embassies, media, corporate, PSUs, etc.

- Call for Entry
- Call for Participation
- Announcement of nominations
- Registration
- Programmes highlights
- Workshops
- Prithvi Awards- Call for nominations
- Young Environment Journalism Awards- Call for entries
- Programmes for mass communication institutions and colleges
- Programmes for schools

SMS

Approximately 30000 SMS were sent for general and media participation & programmes promotion.

MEDIA INTERACTIONS

The 10th CMS VATAVARAN media plan consisted of regular media interactions which began with the introduction of the nomination jury members, award jury members, films for previewing, etc in the month of June 2018.

Special interviews of Mr Ricky Kej and different nominated filmmakers and IHCAP officials were arranged for the journalists during the Nomination Jury meet, Award Jury meet and Film Festival held in July, August and November respectively.

Regular event releases were sent out to the media announcing the festival line-up, speakers who will be attending and the host of other programmes that will be organised during the film festival and forum.

Promos on TV

The Broadcast Partner of 10th CMS VATAVARAN, Doordarshan covered the Festival programmes held in November. The promo of call for entry and Festival participation was carried on-air from March to April and in November 2019 respectively.

Special programmes on AIR

All India Radio was the Radio Partner. It aired phone-in interviews, studio interviews, reporting from the venue before and during the four-day film festival.

Radio Promotion, RJ mentions on Radio City

Radio City, New Delhi supported the film festival by carrying RJ mentions and Radio Jingles of the festival in Delhi and NCR during November 23 to 30, and conducted one interview of our DG.

Print Stories

During the course of the four – day festival, several media outlets published about the event in online as well as print formats. 38 articles were published on online portals of media houses like Outlook, DD News, Dainik Jagran, The Pioneer, UNI, News 18 etc. whereas 10 articles were published in newspapers like Punjab Kesari, Hindustan Times, Navodaya Times, The Asian Age etc.

A ¼ page Advertisement of The poster of IHCAP 10th CMS VATAVARAN International Film Festival was published on the November 26, 2019 edition of Indian Express.

S.No.	NewsPaper	URL	Date
1	The Pioneer	https://www.dailypioneer.com/2019/state-editions/two-short-films-from-uttarakhand-nominated-in-asias-biggest-green-film-festival.html	23 November 2019
2	The Statesman	https://www.thestatesman.com/cities/delhi/delhi-host-international-film-fest-environment-wildlife-1502825795.html	25 November 2019
3	DT NEXT	https://www.dtnext.in/News/Cinema/2019/11/25202918/1199787/International-film-fest-on-wildlife-environment-to-be-held-in-delhi/	25 November 2019
4	Newsd	https://newsd.in/international-film-fest-on-wildlife-environment-to-be-held-in-delhi/	25 November 2019
5	Daily World	https://dailyworld.in/international-film-fest-on-wildlife-environment-to-be-held-in-delhi/	25 November 2019
6	Outlook	https://www.outlookindia.com/newscroll/international-film-fest-on-wildlife-environment-to-be-held-in-delhi/1670578	25 November 2019
7	Canindia	http://www.canindia.com/international-film-fest-on-wildlife-environment-to-be-held-in-delhi/	25 November 2019
8	The Weekend Leader	http://www.theweekendleader.com/Headlines/44209/international-film-fest-on-wildlife-environment-to-be-held-in-delhi.html	25 November 2019
9	SOCIALNEWS.XYZ	https://www.socialnews.xyz/2019/11/25/international-film-fest-on-wildlife-environment-to-be-held-in-delhi/	25 November 2019
10	Dainik Bhaskar	https://www.bhaskarhindi.com/news/the-international-film-festival-will-begin-on-wednesday-95908	26 November 2019
11	Lemonchoos	http://lemonchoos.com/film-festival-cares-about-the-environment/	26 November 2019
12	Cine Media Update	https://cinemediaupdate.page/article/seeemes-vaataavarant-philm-phestival-mein-duniya-bhar-kee-77-filmen/Ta24IZ.html	26 November 2019
13	Mayapuri	https://mayapuri.com/vatavaran-film-festival/	26 November 2019
14	News18 Hindi	https://hindi.news18.com/news/uttarakhand/dehradun-best-wishes-uttarakhands-2-films-in-asias-biggest-green-film-festival-ukrd-2640517.html	26 November 2019
15	Sahitya Cinema Setu	https://sahityacinemasetu.com/cms-vatavaran-film-festival/	26 November 2019
16	Filmlok	http://www.filmlok.in/?p=1074	26 November 2019
17	Samacharnama	http://www.samacharnama.com/ricky-cage-will-be-the-center-of-attraction-at-the-international-film-festival-know/	26 November 2019
18	The New India Express	https://www.newindianexpress.com/entertainment/hindi/2019/nov/27/wildlife-film-fest-receives-1020-film-entries-77-to-be-screened-2067626.amp	27 November 2019
19	India Today	https://www.indiatoday.in/india/story/human-beings-responsible-for-climate-change-need-to-change-mindset-suresh-prabhu-1623085-2019-11-27	27 November 2019
20	Business Standard	https://www.business-standard.com/article/pti-stories/human-beings-responsible-for-climate-change-need-to-change-mindset-suresh-prabhu-119112701010_1.html	27 November 2019
21	Republic World	https://www.republicworld.com/india-news/general-news/human-beings-responsible-for-climate-change-need-to-change-mindset.html	27 November 2019

22	India Education Diary	https://indiaeducationdiary.in/amp/4-day-long-moefcc-and-cms-vatavaran-2019-short-film-competition-and-festival-on-environment-begins/	27 November 2019
23	The Hans India	https://www.thehansindia.com/news/national/humans-responsible-for-climate-change-need-to-change-mindset-suresh-prabhu-585060?utm_campaign=pubshare&utm_source=Facebook&utm_medium=554726491214353&utm_content=manual-link&utm_id=124	27 November 2019
23	DD NEWS	http://ddnews.gov.in/national/4-day-long-moefcc-and-cms-vatavaran-2019-short-film-competition-and-festival-environment	27 – 11 -2019
24	Bol Bindas	http://bolbindaass.com/vatavaran-film-festival-deepak-dua/	27 – 11 -2019
25	Bihar Update	http://www.biharupdate.com/vatavaran-film-festival/	27 – 11 -2019
26	GovJobAdda	https://govjobadda.org/current-affairs/4-day-long-moefcc-and-cms-vatavaran-2019-short-film-competition-and-festival-on-environment-begins/5ddf6a9b056e3743782f05a8/	28 – 11 -2019
27	The Pioneer	https://www.dailypioneer.com/2019/vivacity/mainstream-the-cause.html	28 – 11 -2019
28	The Asian Age	http://www.asianage.com/life/more-features/301119/ricky-unplugged.html	30 – 11 -2019
29	UNI VAARTA	http://www.univarta.com/news/india/story/1806637.html	30 – 11 -2019
30	Insight Online News	https://insightonlinenews.in/%E0%A4%B0%E0%A4%BE%E0%A4%9C%E0%A5%87%E0%A4%82%E0%A4%A6%E0%A5%8D%E0%A4%B0%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9%E0%A4%AA%E0%A5%83%E0%A4%A5%E0%A5%8D%E0%A4%B5%E0%A5%80%E0%A4%AD%E0%A5%82%E0%A4%B7/	30 – 11 -2019
31	NEWS18	https://hindi.news18.com/news/uttarakhand/dehradun-uttarakhand-documentary-kotibanal-won-the-best-film-award-in-celebrating-himalyas-category-hydsk-2654329.html	01 – 12 -2019
32	Goa Chronicle	https://goachronicle.com/asias-biggest-green-film-festival-honours-waterman-of-india-with-prithvi-bhushan-award/	01 – 12 -2019
33	UNI	http://www.uniindia.com/asia-s-biggest-green-film-festival-honours-waterman-of-india-with-prithvi-bhushan-award/india/news/1806948.html#.XeNr_ZCHYp4.whatsapp	01 – 12 -2019
34	Deccan Chronicles	url not available	01 – 12 -2019
35	Deccan Chronicles	url not available	01 – 12 -2019
36	The Samikhsya	https://thesamikhsya.com/exclusive/asias-biggest-green-film-festival-honours-waterman-of-india-with-prithvi-bhushan-award	01 – 12 -2019
37	Daily Hunt	https://m.dailyhunt.in/news/india/hindi/live+uttarakhand-epaper-luthin/uttarakhand+ki+dakyumentri+kotibanal+ko+navaja+gaya+best+philm+avard+se-newsid-150734406	01 – 12 -2019
38	Rajya Sameeksha	https://rajyasameeksha.com/uttarakhand/9509-sriniwas-oli-got-best-documentary-award-in-asia%E2%80%99s-biggest-green-film-fest	02 – 12 -2019

Press Kit

The media was provided with a Press kit which comprised of information on festival highlights, key speakers, celebrities, entries detail, nominated films, video clips, programme schedule, festival backgrounder, etc. Details of the contents of the press kit are:

- Video Clips: Short clippings from nominated films in the Indian and international categories were compiled and given to media in a pen drive.
- Film Stills: High resolution still images from the nominated films were provided to the correspondents.
- Entries Detail: After the completion of the 'call for entries' phase, detail of entries received (both Indian and international) in the 10th 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. 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.

11. FESTIVAL PARTICIPATION

A multi-pronged approach of sending out hard copies of letters and invitations, emails, phone calls, sms, DMs and mass email to each of the members in the database along with personal visits was adopted.

The Festival saw participation of more than 2000 registered individuals from various walks of life. It was attended by environmentalists/ conservationists, researchers, filmmakers, national & international organizations, communication professionals, media and youth.

Following are the participation details over four days (November 27 to 30, 2019):

S.No.	Category	Number of Participation
1	School Students	1502
2	College Students	101
3	Individuals	168
5	Filmmakers	185
7	Workshops participants	179
8	Himalayan Summit Participants	63
9	Invitees for Inaugural & Award Nite	430
10	Media	92
Total		2720

In all, this year long campaign and movement reached out to more than 50 thousand people across the country and directly engaged more than 10 thousand in the series of activities, initiatives and during the four day festival.



12. PARTNERS



We thank all our partners who have collaborated with us for the 10th edition. A range of programmes such as screenings, seminars, workshops, exhibitions and peace march were organised with our partners this year.

IHCAP

<http://ihcap.in/>

IHCAP is a project of the Swiss Agency for Development and Cooperation (SDC), and is being implemented in partnership with the Department of Science and Technology (DST), Government of India. The programme supports India's National Mission for Sustaining the Himalayan Ecosystem (NMSHE), a mission of the National Action Plan on Climate Change (NAPCC).

In India IHCAP is anchored under the Framework of Science and Technology Agreement of November 2003 between the Swiss Federal Council and the Government of India and is being implemented as a bilateral cooperation programme with Department of Science & Technology.

The Ministry of Environment, Forest and Climate Change (MoEFCC)

<http://moef.gov.in/>

The Ministry of Environment, Forest and Climate Change (MoEFCC) 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 also serves as the nodal agency in the country for the United Nations Environment Programme (UNEP), South Asia Co-operative Environment Programme (SACEP), International Centre for Integrated Mountain Development (ICIMOD) and for the follow-up of the United Nations Conference on Environment and Development (UNCED). The Ministry is also entrusted with issues relating to multilateral bodies such as the Commission on Sustainable Development (CSD), Global Environment Facility (GEF) and of regional bodies like Economic and Social Council for Asia and Pacific (ESCAP) and South Asian Association for Regional Co-operation (SAARC) on matters pertaining to the environment.

IUCN CEC

<https://www.iucn.org/commissions/commission-education-and-communication>

The Commission on Education and Communication (CEC) drives change for the co-creation of sustainable solutions through leading communication, learning and knowledge management in IUCN and the wider conservation community.

CEC members are professionals from around the globe who volunteer their time and talent in pursuit of sustainability. Our 1,400 members work together to strengthen IUCN and the wider conservation community. As CEC members, they support IUCN to unlock the potential of networks to connect conservation with human values, and to motivate conservation values, norms, behaviours and actions. In their mandate for the period 2017-2020, the Commission makes it a priority to help broker valuable strategic and non-traditional alliances. We aim to design generative processes and create environments where people can think, talk and act differently with one another, in order to find new, creative pathways to success.

Members are provided access to a learning community with common goals and are invited to initiate and participate in activities, exchange ideas, contribute their opinions and apply their expertise. Members enjoy opportunities to advise on policy and strategy in support of IUCN priorities. All members are encouraged to exchange ideas, contribute opinions, apply their expertise and share updates about projects and programmes on CEC platforms.

The Forum for Law, Environment, Development and Governance (FLEDGE)

<http://fledgein.org/>

The Forum for Law, Environment, Development and Governance (FLEDGE) was established as a not-for-profit Trust in 2014 under the Indian Trusts Act (1882) to facilitate knowledge driven actions linking environment, development science-policy- practice. FLEDGE aims to accelerate use of modern technology and science to deliver development goals at local level, combining experiences from local to global. FLEDGE is designed as a federated platform with an aim to bring experts, practitioners and solution-seekers onto a common forum that discusses, designs and delivers solutions that are responsive and relevant at local, national, regional and global levels.

The National Museum of Natural History(NMNH)

<http://www.nmnh.nic.in/>

The National Museum of Natural History(NMNH) was established as one of the national level institutions set up during the Silver Jubilee celebrations of India's Independence, to portray and promote awareness on the Natural Heritage of the country.

The National Museum of Natural History, an institution devoted to environmental education, derives its strength principally from theme-based exhibition galleries, experiential resource centers such as Discovery Room, Activity Room, and educational and out-reach activities, with the intention to depict the country's rich natural heritage and natural history (geology, botany and zoology).

The NMNH owes its genesis to Smt. Indira Gandhi, the former Prime Minister, who while considering new projects to be initiated in 1972 on the occasion of the 25th anniversary of India's Independence, decided that the country needs a Museum of Natural History to depict its flora, fauna and mineral wealth to provide an out of school facility for education of children and to promote environmental awareness among the masses. The NMNH opened its doors to the public in a rented building in Mandi house on 5th June 1978, coinciding symbolically with the World Environment Day.

From a single Museum located in New Delhi, the NMNH has extended its geographical range by establishing Regional Museums of Natural History (RMNH) in many parts of the Country such as Southern Region (Mysore), Central Region (Bhopal) and Eastern Region (Bhubaneswar). Two more Museums are being established in Western Region (Sawai Madhopur) and North-Eastern Region (Gangtok).

Discovery Channel India

<https://discoverychannel.co.in/>

Discovery Channel India is the Indian version of Discovery Channel operated by Discovery Networks Asia Pacific for the Indian subcontinent. It is available in English, Hindi, Tamil, Telugu, Bengali, Marathi, Malayalam and Kannada. The Discovery has a separate dedicated channel in Tamil.

Discovery Channel (known as The Discovery Channel from 1985 to 1995, and often referred to as simply Discovery) is an American pay television network and flagship channel owned by Discovery, Inc., a publicly traded company run by CEO David Zaslav. As of June 2012, Discovery Channel is the third most widely



distributed subscription channel in the United States, behind TBS and The Weather Channel; it is available in 409 million households worldwide, through its U.S. flagship channel and its various owned or licensed television channels internationally.

It initially provided documentary television programming focused primarily on popular science, technology, and history, but by the 2010s had expanded into reality television and pseudo-scientific entertainment. Programming on the flagship Discovery Channel in the U.S. is primarily focused on reality television series, such as speculative investigation (with shows such as MythBusters, Unsolved History, and Best Evidence), automobiles, and occupations (such as Dirty Jobs and Deadliest Catch); it also features documentaries specifically aimed at families and younger audiences.

Amity University, Noida

<https://www.amity.edu>

Amity University, Noida is a private research university located in Noida, Uttar Pradesh, India. It was established in 2005 by an Act of the State Legislature of Uttar Pradesh. Dr Ashok Chauhan is the Chancellor of Amity University.

The university is a part of Amity education group. Amity sets the benchmarks of the global education with a system that matches the best of practices, theories, resources and standards all over the world.

The Amity group of institutions or Amity Universe as it is known as is one of the largest educational groups in India. It started back in 1991 with the first Amity School, while the Amity University was established in 2005 in Noida to begin with. Later it expanded to different parts of the country. Presently it has campuses in- Gurugram, Jaipur, Kolkata, Mumbai, Raipur, Ranchi, Patna, Bengaluru, Bhubaneswar, Ahmedabad, Chennai, Chandigarh, Delhi, Pune, Kochi, Indore, Hyderabad and Greater Noida. It even has a presence outside India with global campuses spread in- Dubai, Abu Dhabi, London, New York, Seattle, San Francisco, Singapore, Amsterdam, Pretoria and Mauritius.

There are also several distance learning programmes. To help students with their campus placements and long-term career development, the university has signed a pact with LinkedIn which is the world's largest professional networking platform.

Doordarshan

<https://doordarshan.gov.in/>

Doordarshan (abbreviated in English as DD) is an autonomous public service broadcaster founded by the Government of India, owned by the Broadcasting Ministry of India and one of Prasar Bharati's two divisions. One of India's largest broadcasting organisations in studio and transmitter infrastructure, it was established on 15 September 1959.

Doordarshan, which also broadcasts on digital terrestrial transmitters, provides television, radio, online and mobile service throughout metropolitan and regional India and overseas through the Indian Network and Radio India.

Interestingly, the illusory cyber paths that criss-cross homes and streets and represent the voice a billion-plus Indians today, actually began with a modest experiment in public service telecasting on September 15, 1959. The makeshift studio and its players beamed their voice and visuals through a small transmitter, daring to dream of becoming the prime vehicle of development of a nation that had shrugged off its yoke of slavery just over a decade earlier.

Over the years, doordarshan has grown into a network operating 34 satellite channels besides providing free-to-air DTH service having 104 in its bookings. Indeed, that single studio from its small departmental home in All India Radio has grown into 66 studio centers all over the country, including 17 major studio centers at State capitals and 49 other studio centres located in various cities.

All India Radio (AIR)

<http://allindiaradio.gov.in/>

All India Radio (AIR), officially known since 1956 as Akashvani ("Voice from the Sky"), is the national public radio broadcaster of India and is a division of Prasar Bharati. It was established in 1936. It is the sister service of Prasar Bharati's Doordarshan, an Indian television broadcaster. Headquartered in the Akashvani Bhavan building in New Delhi, it houses the Drama Section, the FM Section, the National Service, and is also home to the Indian television station Doordarshan Kendra, (Delhi).

All India Radio is the largest radio network in the world, and one of the largest broadcasting organizations in the world in terms of the number of languages broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR's home service comprises 420 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 179 dialects.

Down To Earth

<https://www.downtoearth.org.in/>

Down To Earth is a product of our commitment to make changes in the way we manage our environment, protect health and secure livelihoods and economic security for all. We believe strongly that we can and must do things differently. Our aim is to bring you news, perspectives and knowledge to prepare you to change the world. We believe information is a powerful driver for the new tomorrow.

Down To Earth was started by environmentalist Anil Agarwal, who had a dream and commitment to make us aware of our challenges and believed that we could be the change in the world. It started in 1992 as a print magazine – our first cover was the ecological globalisation in the inter-connected world. Since then we have come a long way (or not) as the world is more aware of the dangers of climate change and yet even less prepared to deal with challenges of local and global environmental management.

UNDP India

<https://www.in.undp.org/>

The United Nations Development Programme (UNDP) is the United Nations' global development network. It advocates for change and connects countries to knowledge, experience and resources to help people build a better life for themselves. It provides expert advice, training and grants support to developing countries, with increasing emphasis on assistance to the least developed countries. It promotes technical and investment cooperation among nations.



On the ground in about 170 countries and territories, UNDP works to eradicate poverty while protecting the planet. It help countries develop strong policies, skills, partnerships and institutions so they can sustain their progress.

UNDP has worked in India since 1951 in almost all areas of human development, from systems and institutional strengthening to inclusive growth and sustainable livelihoods, as well as sustainable energy, environment and resilience. UNDP's programmes continue to fully integrate a global vision for catalytic change with India's national priorities.

With over 30 projects on the ground in almost every state, today UNDP India works to achieve the Sustainable Development Goals by transforming traditional models to do development differently.

WWF-India

<https://www.wwfindia.org/>

Established as a Charitable Trust on 27 November, 1969, WWF-India set out with the aim of reducing the degradation of Earth's natural environment and building a future in which humans live in harmony with nature. In 1987, the organization changed it's name from the World Wildlife Fund to World Wide Fund for Nature-India. With close to five decades of extensive work in the sector, WWF-India today is one of the leading conservation organizations in the country.

WWF-India is a science-based organization which addresses issues such as the conservation of species and its habitats, climate change, water and environmental education, among many others. Over the years, its perspective has broadened to reflect a more holistic understanding of the various conservation issues facing the country and seeks to proactively encourage environmental conservation by working with different stakeholders- Governments, NGOs, schools and colleges, corporates, students and other individuals.