



**vatavaran**  
CMS ENVIRONMENT FORUM

# **cms vatavaran**2006

*Environment & Wildlife* TRAVELLING FILMFESTIVAL

Kolkatta ■ Pune ■ Sirmour

Abu Dhabi ■ Chandigarh

Srinagar ■ Chennai ■ Bangalore

Sao Paula ■ Guwahati

Hyderabad ■ Ranchi

*An Overview*

## 1.0 CMS VATAVARAN 2006 JOURNEY

12 cities, 36 days, 350 films screenings, 11 workshops/ symposiums/ panel discussions/ open forums, 13 thematic exhibitions, more than 220 news items on the festival national and regional newspapers, and participation of around 40,000 people. The figures are a simple statistical resemblance of the movement called CMS VATAVARAN.

Year 2006	CMS VATAVARAN TRAVEL 2006
January	Kolkata
February	Pune
June	Sirmour (Himachal Pradesh) and Abu Dhabi (UAE)
August	Chandigarh
September	Srinagar
October	Chennai and Bangalore
November	Sao Paulo, Brazil and Guwahati
December	Hyderabad and Ranchi

CMS VATAVARAN TRAVELS began from **Kolkata** in January where CMS organized the festivals as part of **3rd Aranyak Wildlife Film Festival held at Nandan Campus**. CMS gets numerous requests like this from different parts of the country and abroad to organize environment and wildlife film festival as an integral part of major local, regional and international conservation events. Participation in Aranyak festival was one such example. The twelve-day Pulotsav Festival in **Pune** in February and **with Shivalik Eco Club, Sirmour, HP, in June were the other two destinations where CMS VATAVARAN festival took place**. For the first time CMS VATAVARAN went overseas with **Abu Dhabi CMS VATAVARAN - Indian Environment and Wildlife Film Festival** in collaboration with Embassy of India, Abu Dhabi, and in **Sao Paulo, Brazil**, in November as part of the 5th Ecocine – International Environmental Film and Video Festival.

CMS hosted full-fledged Environment and Wildlife Film Festivals in Chandigarh, Srinagar, Bangalore, Chennai, Guwahati, Hyderabad and Ranchi with partial support from Ministry of Environment and Forest.

## 2.0 CMS VATAVARAN 2006: IN NUT SHELL

This report of the 2nd edition of Environment and Wildlife Traveling Film Festival focuses on the festivals hosted in CHANDIGARH, SRINAGAR, BANGALORE, CHENNAI, GUWAHATI, HYDERABAD and RANCHI in particular.

Statistically it means 7 cities, 20 days, 265 films, 11 workshops/ symposiums/ panel discussions/ open forums, 13 thematic exhibitions, more than 200 reports on the festival in national and regional newspapers, and around 30,000 people.

Home to the famous Rock Garden, Chandigarh, saw the launch of 2nd CMS VATAVARAN TRAVELS in August which culminated with overwhelming responses in Hyderabad and Ranchi, where the events were

organized concurrently. CMS VATAVARAN TRAVELS 2006 brought together 34 filmmakers and over 100 environmental experts on the same platform to share their concern, experience, knowledge and expertise.

## 2.1 Chandigarh

Chandigarh, was host to three days of festivities, which witnessed the screening of 29 CMS VATAVARAN films, besides photography exhibition, interaction sessions with filmmakers and a symposium on 'Agriculture and Environment'. The topic had special significance for Chandigarh – capital of Punjab and Haryana – "cradle of green revolution." Like other cities in the country, Chandigarh's air quality is far from safe and its implications are visible in the increasing of respiratory and other allied diseases. Films have great impact on the psyche of people. This became evident when children took oath to protect the environment after watching the films.

Chandigarh CMS VATAVARAN provided unique opportunity for the people of 'City Beautiful' to watch award winning films and interact with a battery of filmmakers namely Ramesh Menon, Sanjay Barnela, Gurmeet Sapal, Syed Fayaz, Amish Srivastava, Himanshu Malhotra, Ajay Bedi and Suparna Chaddha and Chandigarh-based young and aspiring filmmaker Jeesu Jaskanwar Singh. They also got the opportunity to appreciate the works of environmental photographers Pradeep Tiwari, Navtej Singh, Prabhat Bhatti and R S Kwatra.



Symposium on Agriculture and Environment held on 24 August 2006



A school student presenting a sapling to filmmaker Gurmeet Sapal after the screening of his film "Chasing Butterflies"

## 2.2 Kashmir

For the people of Kashmir, it was first of its kind in the history of the city with 22 topical films. It was a refreshing change, for the last few decades they had just been subjected to stories of political turmoil and anarchy.



Syed Fayaz, filmmaker, interacting with media persons



Prof Soz, Ms P.N. Vasant and Prof Anwar Alam in the concluding ceremony

A columnist, in his Sunday column in the largest circulated Kashmir daily 'Greater Kashmir' wrote "The Environment and Wildlife Film Festival held at Srinagar over the weekend has been a pleasant change from

the kind of stuff we are used to. The event has a two-pronged potential, which can set a great precedent for our future discourses on environment. One, it would encourage the cause of filmmaking and help Kashmir's budding filmmakers to reach wider viewership and acquire greater professional finesse. Two, it would help enlarge the scope and understanding of ecological and environmental issues from the narrow prism of cleanliness campaigns to their direct link with our survival and livelihoods". He further wrote "apart from state intervention which is guided by the ambition of locally-driven economic catalysts, we also require media as an agent for change. Film festivals like the one we witnessed over the weekend, must facilitate such change in Kashmir".

### 2.3 Bangalore

Bangalore a sleepy city — until the IT revolution made it the Silicon Valley of India. Unfortunately, the city's infrastructure did not change that fast enough. The high-speed economic growth has created numerous environmental problems. It has eaten up its natural drainage channels and the source of its water requirements. A wide network of lakes in Bangalore was important sources of water supply — they are now either repositories for sewage or have been developed for real estate projects. The same goes for wetlands and open areas outside Bangalore. It should hardly cause surprise that Bangalore experienced major floods last year — ironically they derailed transport sector projects, which will no doubt, over the years, further imperil the city. To meet their water needs, Bangaloreans have resorted to groundwater extraction, according to a study by ISEC.

This paradigm of urban development is, however, not new. It holds true for all the major cities in the country. Bangalore CMS VATAVARAN 2006 highlighted these and many other local, regional and national environmental issues from October 4-6, 2006, with the best of around 31 environment and wildlife films and a multitude of parallel activities which included two symposiums, drawing and painting competition, photography exhibition and a very successful Film Bazaar. The festival touched approximately 5000 people which included filmmakers, NGOs, Govt organizations, environmentalists, researchers, conservationists, policy makers, activists, public and private sector organizations, students from schools, colleges, mass communication institutes, general public, etc.

### 2.4 Chennai

Living amidst the rustle and bustle of urban existence, the people of Chennai had their second rendezvous with CMS VATAVARAN 2006 after 2004. The festival re-visited the city on popular demand from the people of Chennai. Leopards leapt at them and Oliver Ridley turtles laid eggs in the sand, unaware of human existence.



Symposium on "Managing Electronic Waste". From L to R: Dr Seema Purushothaman, Associate Director, ATREE, Mrs. Wilma Rodrigues, Founder Member, Saahas, Mr. Kiran Subbarao, Group Product Manager, Super Genius, WIPRO, Mr. P. Parthasarathy, Director, E-Parisara Pvt Ltd, Ms. Vinutha Gopal, Campaigner, Greenpeace, Mr. Ramapathy Kumar, Team Leader (Toxics), Green Peace and Dr. H. C. Sharatchandra, Chairman, Karnataka State Pollution Control Board.



A Photography Exhibition titled "Walk with Nature" by Thakur Dalip Singh, Wildlife Photographer.



Festival Chief Guest Ms. Revathy Menon, Eminent Actor and Director lighting the Inaugural Lamp



Participants watching film screening during the festival

All this and more were made possible with the series of screenings during CMS VATAVARAN. The festival was inaugurated by noted actor and director Revathy Menon. Also present during the occasion were Mr. Siddharth Behura, Additional Secretary, MoEF,

## 2.5 Guwahati

After Chennai, Guwahati, Assam, too hosted the CMS VATAVARAN 2006 for the second time. Assam, the gateway to Northeast, is a biological hotspot as well as cultural and ethnic diversity and a region unique in its physiographic setting. In recent years the region has experienced intensive degradation in its forests and other natural ecosystems leading to serious threats to its precious biodiversity, natural resources and erosion of ethno-cultural values and indigenous knowledge systems. These concerns made the return of CMS VATAVARAN to the city all the more significant. The festival specially picked up films which were relevant not only to Assam but to the entire North East region.

CMS endeavour to mainstream the environmental issue in the public media and use films as media to catalyze that effect was endorsed by noted environmental journalist Mr. Darryl De Monte in his following words: "with films the masses can connect better, as films appeal more to the senses than to the intellect, so people can have a better understanding of the issues as laid forward". Mr. De Monte chaired the workshop "Green Media and Green Films in North East India: Challenges and Opportunities".



Panelist of the Workshop on "Green Media and Green Films in Northeast India: Challenges and Opportunities" held on 25 Nov 06



Prof. Hiren Gohain, Eminent Scholar having a glance at the CMS VATAVARAN Film Bazaar on the inaugural day

## 2.6 Hyderabad

Hyderabad, the city high on the IT-radar of world after Bangalore hosted Hyderabad CMS VATAVARAN 2006, the countries exclusive film festival on environment and wildlife. CMS screened 38 films over a span of three days and organized two panel discussions on the topics 'Whose Forests?' based on the film by Shriprakash, and 'Reviving Hyderabad Forests and Bio-Diversity: Need for Sustainable Approach' and a symposium titled 'Lakes and Water Bodies of Hyderabad'. The other attractions of Hyderabad CMS VATAVARAN 2006



Shri J Hairnarayan, Chief Secy, AP, Lighting the inaugural lamp at Hyderabad CMS VATAVARAN 2006



"Lakes and Water Bodies of Hyderabad: Issues and concerns"

were open forums, photography exhibition and film bazaar. There was a huge turnout of audience comprising of general public, children, civil society groups, legislators and parliamentarians, corporate sector representatives, filmmakers, students and aspiring filmmakers.

### 2.7 Ranchi

Ranchi was the 7th and final city, in the CMS VATAVARAN voyage during the year 2006. Ranchi, capital of newly formed state of Jharkhand, has its own share of environmental issues, beginning from immense forest wealth to what lies beneath it and the question of ownership over natural resources, royalty, rehabilitation of environmental refugees, dying rivers and slow poisoning of the people of Jadugoda and a mantra of development which is synonymous with mining in the state. The festival saw the screening of 34 films, interactive open forums with seven filmmakers and subject experts and a symposium on *"Mining and its Impact on Tribal Livelihood"*, photography exhibition and drawing and painting competition.



Drawing and painting competition in progress at Ranchi CMS VATAVARAN 2006



Coveted CMS VATAVARAN award winning filmmaker Meghnath, putting forward a filmmakers perspective during the symposium on the topic "Effects on Mining on Tribal Livelihoods"

Films screened at CMS VATAVARAN TRAVELS comprised of titles that typically portrayed the idyllic situations of nature and films which gave jolts to break human inertia and ignorance by showing all which are not well in this God's Own Country coupled with films which are funny to the core and yet intelligent and informative enough to raise critical environmental issues to inform, impress, inspire serious thoughts and corresponding actions.

### 2.8 Media Response (Visibility and Branding)

CMS VATAVARAN 2006 received overwhelming response from print and the electronic media. More than 200 reports on the festival were carried in various national and regional newspapers. What was more significant than the number was the quality of serious coverage. *Greater Kashmir* published a special column titled "Beyond film festival" looking at the real issues, which the festival was successful in promoting. The same newspaper also carried a special three page supplement covering the highlights of the festival.

*Ranchi Express*, a leading newspaper of Jharkhand carried event-by-event reportage and analysis. Leading national dailies such as *Times of India*, *Telegraph*, *Hindustan Times*, *Indian Express*, *Hindu*, and regional English dailies such as *Punjab Tribune*, *Mirror of Kashmir*, *Daily Excelsior*, *Kashmir Images*, *News Today*, *Deccan Herald*, *Assam Tribune*, *Sentinel* gave wide coverage to the festivals. Hindi and vernacular press namely *Punjab Kesari* (Hindi and Punjabi editions), *Dainik Bhaskar*, *Jag Bani* (Punjabi), *Punjab Tribune* (Punjabi), *Daily Mission*, *Daily Uqab* and *Daily Aftab* (Urdu). Similarly in the South, the vernacular press such as *Deena Madhar*, *Denamani*, *Dinakaran*, *Vipa Iyyapasi* (all Tamil), *Vijay Karnataka* (Kannad), *Vartha*, *Andhra Prabha*, *Praja Sakti*, *Andhra Bhoomi*, *Andhra Jyoti Eenadu* (all Telugu) covered the festival. In Assam, CMS VATAVARAN received equally coverage from Assamese newspapers namely, *Asomiya Pratidin* and *Amar Asom*. Hindi newspapers *Prabhat Khabar*, *Ranchi Express*, *Apni Ranchi*, *Jansatta* gave extensive coverage to the Ranchi CMS VATAVARAN 2006.

National, regional and city-specific electronic media also encouraged the people to go and participate in the festival by regular reportage, interviews and announcements. Regional stations of all major national channels such as DD News, Sahara, NDTV, ETV, ZEE News, Aaj Tak covered the events.

All India Radio and various FM channels, namely City FM and Mantra (Chandigarh), Radio City (Bangalore), All India Radio (Kashmir, Guwahati and Ranchi), Rainbow FM (Hyderabad) also provided very good coverage to the festivals.

## 2.9 Audience

CMS VATAVARAN reached out to over 40,000 people (over 30,000 in seven Indian cities viz Chandigarh, Srinagar, Bangalore, Chennai, Guwahati, Hyderabad and Ranchi) in the year 2006 apart from Kolkata, Pune and Sirmour and Abu Dhabi, UAE and Sao Paulo, Brazil.

The target audience comprised of general public, students of environmental sciences, sociology, mass communications, medicine, engineering and management. The festival also reached, forest and environment departments, pollution control boards, researchers, students of public, government and special schools besides policy makers and representatives of public, civil society organizations and corporate sector.

## 2.10 Media Partners

CMS VATAVARAN received unprecedented support from its media partners across all the cities. Beginning with *Mantra Productions* in Chandigarh, which created and broadcast radio jingles of the festival in Hindi and English on City FM to Greater Kashmir, which gave impressive coverage, advertisements and support to the Kashmir CMS VATAVARAN. In Assam, CMS VATAVARAN received support of *Asomiya Protidin*, Assam's North East's largest circulated Assamese newspaper. In Hyderabad, the festival got overwhelming support from *Andhra Jyothi* newspaper. In Ranchi, one of the state's largest circulated and oldest newspaper *Ranchi Express* and city-based entertainment and news channel *Nazar TV* partnered with Ranchi CMS VATAVARAN and made the festival a hit.

## 2.11 Partners

CMS VATAVARAN TRAVELS 2006 was a participatory enterprise engaging Government bodies, reputed national universities and research organisations, national and international civil society organizations, media organizations, industry bodies, film society and film clubs and eminent citizens. Environment department of three states viz UT of Chandigarh, Tamil Nadu and Jharkhand closely participated in the respective state

programmes, besides providing partial financial support. The Punjab State Council for Science and Technology was co-organisers of Chandigarh CMS VATAVARAN 2006. The University of Kashmir was knowledge partner and helped co-organize the symposium “Using State’s Ecology for Building a Self-Sustainable Economy”.

The role of Civil Society Organisations in co-hosting the festivals at the regional level has been unparalleled. Be it Global Green Peace- Kashmir in Srinagar, CPREEC in Chennai, Suchitra Film Society along with Ashoka Trust for Research in Ecology and the Environment (ATREE) and The Asian Nature Conservation Foundation (ANCF), Indian Institute of Sciences in Bangalore, AARANYAK in Guwahati, Andhra Pradesh National Green Corps (APNGC) in Hyderabad and Manthan Yuva Sansthan in Ranchi

Several international civil society organizations like ActiionAid International – India, HelpAge India, Panos – South Asia and Alliance Française de Bangalore (AFB) also took active part in the CMS VATAVARAN 2006.

### 3.0 CMS VATAVARAN 2006: PARTNERS

The festival in seven cities (Chandigarh, Srinagar, Bangalore, Chennai, Guwahati, Hyderabad and Ranchi) was partially supported by Ministry of Environment and Forests, Govt. of India.



**Chandigarh CMS VATAVARAN 2006** 24-26 August, 2006



**Kashmir CMS VATAVARAN 2006** Srinagar 22-23 September, 2006



**Chennai CMS VATAVARAN 2006** 5-7 October, 2006





**Bangalore CMS VATAVARAN 2006**

**4-6 October, 2006**



**Guwahati CMS VATAVARAN 2006**

**24-26 November, 2006**



**Hyderabad CMS VATAVARAN 2006**

**7-9 December, 2006**



**Ranchi CMS VATAVARAN 2006**

**7-9 December, 2006**



**Abu Dhabi CMS VATAVARAN 2006**

**28 - 30 June, 2006**



UAE Exchange



Amrita TV



Embassy of India, Abu Dhabi

## **4.0 CMS VATAVARAN – CATALYST FOR CHANGE**

The CMS VATAVARAN TRAVELS 2006 – Environment and Wildlife Film Festival meant different things to different people. It was an engine that drove bogies carrying varied environment and conservation messages to diverse group of people.

### **4.1 Introducing environment concerns to the “New Kids on the Block”**

For the unacquainted, it was an opportunity to know the basics about environment and get sensitized to the day-to-day environment problems created out of ignorance, indifference and lack of proper knowledge. Films on water, wildlife, climate change, vehicular pollution helped create a desire amongst the viewers to not only desist from causing any direct harm to the environment but also educate others who are not sensitive or exposed to the cause and effects of these problems. Another big impact that CMS VATAVARAN created was appreciation of and solidarity for the people in the “have-not-bracket” or the “sacrificed bracket”.

### **4.2 Environmentally Conscious Green Citizen**

For the environmentally conscious, it was an opportunity to get exposed to new issues and concerns, opportunities in environmental filmmaking and its techniques, interactions with award winning filmmakers and eminent environmentalists, journalists, wildlife experts, participate in open forums, workshops, panel discussions and symposiums – all this in their home town and state. The mass communication students of Xavier College, Ranchi, MERC and EMMRC Departments of University of Kashmir, Environmental and Water Management Department of Ranchi University et al expressed their deep appreciation for the festival and have decided to make and use films highlighting the local and regional environmental issues.

### **4.3 Sensitizing Citizens – Audience outreach**

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### **4.4 Highlighting Regional Issues**

An important agenda of the CMS VATAVARAN TRAVELS 2006 was to highlight the regional and topical environmental issues. By using region specific film screenings and various parallel events the festival provided a platform to create awareness around the local environmental problems, look at possible solutions, build opinion and inspire people to push for change.

For instance Chandigarh CMS VATAVARAN highlighted the issue of water, use of pesticides in agriculture and vehicular pollution. In Kashmir, topics like Dal and Wular Lakes, disappearing Otters, decimating wildlife, ecotourism, ecological wealth and economic development were in focus. Chennai festival focused on e-waste, large-scale use of non-degradable materials and opportunities and constraints of environment filmmaking. Bangalore and Hyderabad enjoy the distinction of IT hub of the country. In Bangalore festival highlighted the problems of IT-waste, their impact on the groundwater and man-animal conflict were highlighted. While Hyderabad focused on the loss of urban biodiversity, lakes and other water bodies apart from ever

increasing pressure on the non-renewable resources due to over exploitation. Guwahati festival targeted the unique biodiversity of the region, the environmental challenges and conservation successes. In Ranchi CMS VATAVARAN zeroed in on the compelling mining, environment, health and livelihood issues.

#### **4.5 Spotlight on Regional Filmmakers**

CMS VATAVARAN was established with an important mandate for providing platform to the filmmakers to show their concern for environment through their films. Earlier, lack of such premier level national platform, meant little or no recognition to the filmmakers resulting in greater struggle for getting not only funds for new projects but also clearances and approvals required for shooting in prohibited areas

CMS VATAVARAN TRAVELS has been attempting to fill these gaps and also provide networking opportunities to the local and regional filmmakers by involving and felicitating them and exposing them to the established names and media.

#### **4.6 Bringing Various Stakeholders Together**

The festival was successful in bringing in stakeholders on a common CMS VATAVARAN platform. Prior to this movement Called CMS VATAVARAN, environmental concerns were being addressed only in specialized forums, which did not facilitate a holistic understanding of the problem and left each group with its own narrow perspective.

For instance in Chandigarh, the festival facilitated a symposium on “Agriculture and Environment” which brought together policy makers, scientists and activists to address the overexploitation of farmlands in Punjab and its consequence. In other cities too, the festival brought different groups to look at specific environmental problems of the region and promote and more plural dialogue. For example in Hyderabad conserving lakes was one of the issues of discussion and in Ranchi, Govt. and industry representatives discussed various implications of mining on tribal and environment.

#### **4.7 Networking – Creating the Web of Green Crusaders**

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Several international civil society organizations like ActiionAid International – India, HelpAge India, Panos – South Asia and Alliance Française de Bangalore (AFB) also took active part in the CMS VATAVARAN 2006.

#### 4.8 Taking the Festival to District Level

In almost every city where CMS VATAVARAN was held, CMS received requests for taking the festival to district, towns and rural areas. What was more encouraging was the eagerness and initiative of the local partners to help CMS in taking the CMS VATAVARAN movement to new centers and un-reached locations. CMS was exposed to the need for localized and regional level intervention early in 2004 while organizing festivals in Guwahati, Mumbai, Chennai and Coimbatore. CMS VATAVARAN TRAVELS 2006 was an effort to fulfill these ever growing requests and need for sensitizing people on environment and wildlife issues across the country.

#### 5.0 RECOMMENDATIONS

- Translate the films in local language and travel to more cities, district towns and villages.
- Initiate an awareness campaign and reach out to schools and colleges especially across the country with the films as a medium.
- Take the festival to entire Northeast Region and other remote areas.
- Organise similar festivals for targeted stakeholders in important conservation areas such as Wildlife Sanctuaries, Tiger Reserves, National Parks, Ramsar sites etc.
- Develop thematic packages for supporting environment subject in schools and colleges as with films the people can connect better, as films appeal more to the senses than to the intellect, so people can have a better understanding of the issues as laid forward.
- Include elements of competition in the traveling festival.
- Make the travelling festival a regular feature for sustaining intervention and continuous engagement through film festivals and supporting programmes.
- Approach, sensitise and engage media and environment students in private-run and publicly funded institutions as the first step towards generating greater awareness and creating the desired change.

## ORGANISER (CMS)

**CMS** is an independent professional forum engaged in research, policy advocacy, advisory services and programme evaluation. CMS endeavours for accountability, responsiveness and transparency in policy making in public systems and services.

Over two decades, CMS has emerged as an inter-disciplinary professional body with a wide range of concerns and capability in areas of communication studies, social research, social development, environment, public opinion research, training and performance appraisal. CMS is well known for its survey methodologies and field research, both qualitative and quantitative, including large scale national studies.

CMS operates through specialized teams of professionals with multidimensional expertise. The teams are **CMS Environment**, **CMS Social**, **CMS Communication**, **CMS Academy** and **CMS Polls**. CMS has set up a **Transparency Studies Unit** and also brings out Transparency Review periodical. **CMS Academy** is well known for its workshops, seminars, training and orientation programmes for senior functionaries, decision makers and those in the voluntary sector. **CMS Media Lab** specializes in tracking news media.

Over the years, CMS has taken initiatives in evolving a Citizens' Charter, Social Auditing, capacity building, transparency in public utilities, electoral reforms, information equity, good governance and campaign strategies. Its recent focus includes tracking RTI operations in the country. CMS initiatives in regard to regulatory framework, including for the environment, social sector and media, are also well known.

CMS VATAVARAN film festival is yet another well-known endeavour initiated since 2001.

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

# cms vatavaran 2006

Environment & Wildlife TRAVELLING FILM FESTIVAL

## Media Coverage

### Chandigarh CMS VATAVARAN 2006 : Media Coverage

S No.	News Title	News Papers	Date
1.	Environment film festival from Aug 23	The Tribune, Chandigarh	20 Aug 2006
2.	Environment film festival from August 23	Times of India, Chandigarh	20 Aug 2006
3.	CMS Vatavaran Travels 2006- Environment & Wildlife film festival is all set to roll in	Indian Express, Chandigarh	21 Aug 2006
4.	Vatavaran – 2006 Film Festival Kal Se	Dainik Bhaskar, Chandigarh	22 Aug 2006
5.	Green fest	The Tribune, Chandigarh	22 Aug 2006
6.	CMS Vatavaran travels to Chandigarh	NewKerala.com	22 Aug 2006
7.	Creating concern with power of Celluloid!	Times of India, Chandigarh	23 Aug 2006
8.	Film festival begins today	Punjabi Tribune, Chandigarh	23 Aug 2006
9.	Environment film festival continues in Chandigarh	Punjab Newslite Network	24 Aug 2006
10.	Now showing: Concern for environment	The Indian Express, Chandigarh	24 Aug 2006
11.	Aaj Dekhai Jayegi Hunting Down water film	Punjab Kesari, Chandigarh	24 Aug 2006
12.	Film festival on Environment and wildlife	Punjabi Tribune, Chandigarh	24 Aug 2006
13.	Sahar Ko Saikil city banane ki Koshshis	Dainik Bhaskar, Chandigarh	24 Aug 2006
14.	Vatavaran 2006 Begins	Hindustan Times, Chandigarh	24 Aug 2006
15.	Environment Film Fest Opens	Chandigarh Tribune	24 Aug 2006
16.	Mongoose hunting to feature Today	Chandigarh Tribune	24 Aug 2006
17.	Water Scarcity: Showing the real picture	Times of India, Chandigarh	24 Aug 2006
18.	Tryst with Nature	H T City, Chandigarh	25 Aug 2006
19.	I Stand for the Love of the land...	H T City, Chandigarh	25 Aug 2006
20.	Know your environment	Times of Chandigarh	25 Aug 2006
21.	Watch IT!	Times of Chandigarh	25 Aug 2006
22.	Students enjoy array of environment films	Indian Express, Chandigarh	25 Aug 2006
23.	Green in the wasteland	Indian Express, Chandigarh	25 Aug 2006
24.	Film Dekhkar Students ne Khai Kasamei	Dainik Bhaskar, Chandigarh	25 Aug 2006
25.	Film festival organizing an environment and wildlife issue	Jag Bauri, Chandigarh	25 Aug 2006
26.	Award winning film on agricultural and environment screening in the film festival	Punjabi Tribune, Chandigarh	25 Aug 2006
27.	Kishano ko bhi Shishet karna hoga	Danik Bhaskar, Chandigarh	25 Aug 2006
28.	Film fest ends with a message	Indian Express, Chandigarh	26 Aug 2006

S No.	News Title	News Papers	Date
29.	Take 5	Hindustan Times, Chandigarh	26 Aug 2006
30.	'Time to Calman atlas SHRUGGED'	Hindustan Times, Chandigarh	26 Aug 2006
31.	Realise the responsibility towards 'Mother Nature'	Times of India, Chandigarh	26 Aug 2006
32.	Film fest ends with save environment message	Chandigarh Tribune	26 Aug 2006
33.	City air not so clean	Chandigarh Tribune	26 Aug 2006
34.	Talking trees	Indian Express (Simpli City)	26 Aug 2006

### Chandigarh CMS VATAVARAN 2006 NEWSPAPER ADS

S No.	News Title	News Papers	Date
1.	Tagore Theatre: Three day film festival showing film on environment, on till August 25.	Times of India, Chandigarh	23 Aug 2006
2.	Chandigarh CMS Vatavaran	Indian Express, Chandigarh	23 Aug 2006
3.	Chandigarh CMS Vatavaran	Indian Express, Chandigarh	24 Aug 2006

## Kashmir CMS VATAVARAN 2006 : Media Coverage

S No.	News Title	News Papers	Date
1.	Film Festival on environment in Valley	Greater Kashmir online Edition	21 Sep 2006
2.	Two-day film fete on environmental issues	www.newkerala.com	22 Sep 2006
3.	Soz smells fraud in Dal conservation	Greater Kashmir online Edition	23 Sep 2006
4.	Amidst galaxy of filmmakers, intellectuals and personalities of national and international repute Taj Mohi-ud-Din throws 2-day environmental film festival open at SKICC	Amroze Kashmir	23 Sep 2006
5.	Valleyites wake to environmental degradation	Greater Kashmir	23 Sep 2006
6.	2-day environmental film festival begins at SKICC	Kashmir Images	23 Sep 2006
7.	Environmental Film Festival Opens at SKICC	Kashmir Observer	23 Sep 2006
8.	Environmental Film Festival inaugurated	Daily Excelsior	23 Sep 2006
9.	Taj inaugurates 2-day environmental film festival at SKICC	The Rehmat	23 Sep 2006
10.	2-day environ film festival opens at SKICC	The Mirror of Kashmir	23 Sep 2006
11.	Taj inaugurates Classic Heritage Exhibition	Kashmir Monitor	23 Sep 2006
12.	Film festival on wildlife in Srinagar	The Kashmir Times	23 Sep 2006
13.	Film festival on environment, wildlife kicks off	The Himalayan Mail	23 Sep 2006
14.	Minister for CA & PD Mr. Taj Mohi-ud-Din inaugurating international film festival at SKICC on Friday	Voice of Valley	23 Sep 2006
15.	Inauguration of two-day film festival on environment in SKICC	Daily Mission Kashmir	23 Sep 2006
16.	Inauguration of a two-day film festival on the luck of Jhelum in SKICC	The Daily Uqab Srinagar	23 Sep 2006
17.	Collective effort to save rivers and lakes from pollution	The Daily Aftab	23 Sep 2006
18.	State Minister Taj Mohi-ud-Din inaugurated two-day film festival on environment in Srinagar	Daily "Srinagar Mail"	23 Sep 2006
19.	Meaningful steps should be taken to save Dal Lake	Wadi Ki Awaaz	23 Sep 2006
20.	Inauguration of a two-day film festival	Local NewsPaper	23 Sep 2006
21.	Inaugural ceremony of a two-day film festival in Srinagar	Subhe Kashmir	23 Sep 2006
22.	Inaugural ceremony of a two-day film festival on environment	Afaaq Kashmir	23 Sep 2006
23.	Filmmakers of national and international film congregated in Srinagar	Tameel-I-Irshad	23 Sep 2006
24.	Immediate collective effort is needed to control environment Pollution	Daily Greater Kashmir	23 Sep 2006
25.	Taj Mohi-ud-Din inaugurated the film festival:- SKICC	Daily Srinagar News	23 Sep 2006



S No.	News Title	News Papers	Date
26.	Beyond Film Festival	Greater Kashmir online Edition	24 Sep 2006
27.	Environmental Film festival concludes	Greater Kashmir	25 Sep 2006
28.	Saving them with camera	Greater Kashmir	1 Oct 2006
29.	'Many faces of Madness' Mission Dal	Greater Kashmir	1 Oct 2006
30.	'This is our Kashmir, we've to Save it' And then there was none...	Greater Kashmir	1 Oct 2006

#### **Kashmir CMS VATAVARAN 2006 : Newspaper Ad**

S No.	News Title	News Papers	Date
1.	Newspaper Ads	Greater Kashmir	20 Sep 2006
2.	Newspaper Ads	Greater Kashmir	21 Sep 2006
3.	Newspaper Ads	Greater Kashmir	22 Sep 2006
4.	Newspaper Ads	Greater Kashmir	23 Sep 2006

## Bangalore CMS VATAVARAN 2006 : Media Coverage

S No.	News Title	News Papers	Date
1.	Capturing India's fascinating wildlife on film (Feature)	Indo-Asian News Service	28 May 2006
2.	Capturing India's fascinating wildlife on film	www.theshillongtimes.com	31 May 2006
3.	Bangalore CMS Vatavaran 2006 'Environment and Wildlife Traveling Film Festival'	www.openspace.org	24 Sep 2006
4.	Bangalore CMS Vatavaran 2006 Environment & Wildlife Travelling Film Festival	www.eventsbangalore.net	29 Sep 2006
5.	Film Fest on wildlife from Oct 6	City Express	29 sep 2006
6.	Environment film festival	The Hindu (Friday Review)	29 Sep 2006
7.	Film Festival	Metro Life	30 Sep 2006
8.	'CMS Vatavaran' to open on Oct 6	Bangalore Bias	29 Sep- 2 Oct 2006
9.	Film fest on the world around us	The Hindu	2 Oct 2006
10.	Vatavaran 2006, an environment, wildlife film festival	Bangalore Bias	3 Oct 2006
11.	Ecology-related films an eye-opener	Vijay Times	7 Oct 2006
12.	Vatavaran, Environment & Wildlife Film Festival	Vijay Karnataka	8 Oct 2006
13.	Delightful & engaging film festival	City Express	10 Oct 2006
14.	Seize the Moment	Deccan Harald	15 Oct 2006
15.	La Lettre Culturelle (Brouchers)	Allaince Francaise de Bangalore	Sep 2006
16.	Focus on Nature on Life, Bangalore CMS Vatavaran Travels 2006	Appreciation (Magazine Ads)	Sep 2006

### Chennai CMS VATAVARAN 2006: Media Coverage

S No.	News Title	News Papers	Date
1.	All About wildlife	News Today	27 Sep 2006
2.	Environment film festival happening in Chennai from 5 <sup>th</sup> Oct	Dinakaran	27 Sep 2006
3.	Environment Film Festival starts from 5 Oct in Chennai	Dinamani Chennai	27 Sep 2006
4.	Environment film fest	Metro Plus	4 Oct 2006
5.	Environment film festival starts in Chennai	Dinamalar, Chennai	6 Oct 2006
6.	Rendezvous with Wildlife	Indian Express	6 Oct 2006
7.	Environment and wildlife traveling film festival inaugurated	The Hindu	6 Oct 2006
8.	MoEf Working out media policy	Chennai Online News	6 Oct 2006
9.	Environment film festival being organized at Kalaivanar Arangam in Chennai....	Dinakaran	6 Oct 2006
10.	Documenting the woes of wildlife	The Hindu	8 Oct 2006
11.	Festival in Chennai	Amar Bharti	Oct 2006
12.	Environment & wildlife film fest	Viya Iyyapasi	13 Nov 2006

## Guwahati CMS VATAVARAN 2006: Media Coverage

S No.	News Title	News Papers	Date
1.	Call of the wild at Vatavaran film festival	The Telegraph, Guwahati	17 Nov 2006
2.	CMS VATAVARAN Start from	Prati Din, Guwahati	17 Nov 2006
3.	Environment & Wildlife film fest on Nov 24-26	The Assam Tribune, Guwahati	21 Nov 2006
4.	CMS VATAVARAN ke Utsav Prabandhak Priya Verma Mangalwar ko. ...	Sentinel, Guwahati	22 Nov 2006
5.	24 paba 26 November. ...	Ajir Asom, Guwahati	22 Nov 2006
6.	Parivesh Sang....	Dainik Janasadharan, Guwahati	22 Nov 2006
7.	Guwahati CMS VATAVARAN 2006	Amar Asom, Guwahati	22 Nov 2006
8.	Tallest Grass: 1 <sup>st</sup> day, 1 <sup>st</sup> show	The Times of India, Guwahati	22 Nov 2006
9.	Chah Nelam Kendrate Vatavaran 2006	Amar Asom, Guwahati	23 Nov 2006
10.	Environment Film fest from today	The Assam Tribune, Guwahati	24 Nov 2006
11.	Guwahati cha Nikmi Kendrate CMS Vatavaran.	Prati Din, Guwahati	24 Nov 2006
12.	Films Highlight environment, wildlife issues	The Assam Tribune, Guwahati	25 Nov 2006
13.	Jaws of Death Kickstarts fest	The Times of India, Guwahati	25 Nov 2006
14.	Dr. Birendra Nath Dutta, Inaugurating the Guwahati CMS VATAVARAN 2006	The Sentinel Guwahati Shillong / Dibrugarh	25 Nov 2006
15.	Guwahatite Vatavaran Mahotsav Arambho	Prati Din, Guwahati	25 Nov 2006
16.	Vatavaran 2006-Environment and wildlife film festival...	Ajir Asom, Guwahati	25 Nov 2006
17.	Guwahati Vanaprani Visayte.....	Dainik Janasadharan, Guwahati	25 Nov 2006
18.	Jaiba Daichitrar Alsokhsyay, Sanskritik Baichitraro khsati kore	Amar Asom, Guwahati	25 Nov 2006
19.	Kene Aache Seuj Kul...	Adin Samvad, Guwahati	25 Nov 2006
20.	Guwahatite Vanaprani Visayte Takhachitra Mahotsav Arambho	Dainik Janasadharan, Guwahati	25 Nov 2006
21.	Vatavaran 2006 – Environment and Wildlife Traveling Film Festival ...	Asomiya Pratidin, Guwahati	25 Nov 2006
22.	'Vatavaran –2006' er Dwitya Diner Karyasuchi Sampan	Amar Asom, Guwahati	26 Nov 2006
23.	Filmmakers call for judicious mix	The Assam Tribune, Guwahati	26 Nov 2006
24.	Darryl D' Monte Kole-Poribesh Aaru Unnayanar Sanghator Kotha (Darryl D' Monte Talks About the Clash of Development & Environment)	Asomiya Pratidin, Guwahati	26 Nov 2006
25.	Films Focus on man's bond with nature	The Assam Tribune, Guwahati	27 Nov 2006
26.	Films focus on man's bond with nature	The Assam Tribune, Guwahati	27 Nov 2006
27.	Samboni Anusthante Kewakhano Tathachitra Prodarsan	Dainik Janasadharan, Guwahati	27 Nov 2006
28.	Environment and Wildlife Traveling Film Festival Samboni	Adin, Guwahati	27 Nov 2006
29.	Film fest draws accolades	The Times of India, Guwahati	28 Nov 2006

**Guwahati CMS VATAVARAN 2006: Newspaper Ads**

<b>S No.</b>	<b>News Title</b>	<b>News Papers</b>	<b>Date</b>
1.	Newspaper Ads	Asomiya Pratidin	19 Nov 2006
2.	Newspaper Ads	Asomiya Pratidin	21 Nov 2006
3.	Newspaper Ads	Asomiya Pratidin	22 Nov 2006

## Hyderabad CMS VATAVARAN 2006: Media Coverage

S No.	News Title	News Papers	Date
1.	Film festival to cater to lovers of nature	The Hindu, Hyderabad	4 Dec 2006
2.	CMS VATAVARAN 2006	Andhra Jyotyi, Hyderabad	5 Dec 2006
3.	Environment film fest from tomorrow	The New Indian Express, Hyderabad	6 Dec 2006
4.	Environment film festival	Praja Sakti, Hyderabad	6 Dec 2006
5.	Environment film fest from tomorrow	Andhra Jyothi, Hyderabad	6 Dec 2006
6.	Environment film festival begging from tomorrow for three days	Andhra Prabha, Hyderabad	6 Dec 2006
7.	Film festival	The New Express, Hyderabad	7 Dec 2006
8.	Children engrossed in watching a film...	The Times of India, Hyderabad	8 Dec 2006
9.	Environmental film festival begins	The New Sunday Express	8 Dec 2006
10.	Call for Environmental Conservation	Andhra Jyothi, Hyderabad	8 Dec 2006
11.	Environment film festival starts	Eenadu, Hyderabad	8 Dec 2006
12.	It Is Every Once Duty, Protect environment	Andhra Jyoti, Hyderabad	8 Dec 2006
13.	We can protection of environment big plant growths	Vartha, Hyderabad	8 Dec 2006
14.	If you are a green, don't miss this film festival	Express News, Hyderabad	8 Dec 2006
15.	Today onwards environmental film festival ends 2006	Local Newspaper, Hyderabad	8 Dec 2006
16.	Theatre, Talks	Express News, Hyderabad	8 Dec 2006
17.	Environment film Festival	Vartha, Hyderabad	8 Dec 2006
18.	Environment film festival end from today	Andhra Prabha, Hyderabad	9 Dec 2006
19.	A wearing environment poursturus	Vartha, Hyderabad	9 Dec 2006
20.	Environment should be protect in all the ways	Praja Sakti, Hyderabad	9 Dec 2006
21.	Environment film festival on ends	Express News, Hyderabad	9 Dec 2006
22.	Environment film festival ends	Andhra Bhomi, Hyderabad	9 Dec 2006
23.	Film festival	Express News, Hyderabad	9 Dec 2006
24.	Environment film festival end	Praja Sakti, Hyderabad	10 Dec 2006
25.	Delighting Environment film festival	Andhra Prabha, Hyderabad	10 Dec 2006
26.	Environment Disaster	Eenadu, Hyderabad	10 Dec 2006
27.	Environment film festival ends	Andhra Jyothy, Hyderabad	10 Dec 2006
28.	Environment film fest ends	The Hindu, Hyderabad	10 Dec 2006
29.	Environment film festival on ends	The New Sunday Express	10 Dec 2006
30.	Environment film fest ends	The Hindu, Hyderabad	10 Dec 2006
31.	The roll of student in environmental Protection	Local Newspaper, Hyderabad	Dec 2006
32.	Hyderabad Today	Express News, Hyderabad	Dec 2006
33.	Film festival	Express News, Hyderabad	Dec 2006
34.	Film festival of CMS	Express News, Hyderabad	Dec 2006

**Hyderabad CMS VATAVARAN 2006: Newspaper Ads**

<b>S No.</b>	<b>News Title</b>	<b>News Papers</b>	<b>Date</b>
1.	Newspaper Ads	Andhra Jyothy, Hyderabad	2 Dec 2006
2.	Newspaper Ads	Andhra Jyothy, Hyderabad	3 Dec 2006
3.	Newspaper Ads	Andhra Jyothy, Hyderabad	4 Dec 2006
4.	Newspaper Ads	Andhra Jyothy, Hyderabad	5 Dec 2006
5.	Newspaper Ads	Andhra Jyothy, Hyderabad	6 Dec 2006
6.	Newspaper Ads	Andhra Jyothy, Hyderabad	7 Dec 2006

## Ranchi CMS VATAVARAN 2006: Media Coverage

S No.	News Title	News Papers	Date
1.	Green film fest to hit capital screens	The Telegraph, Ranchi	30 Nov 2006
2.	7 December se teen divsheya filmotshav ka aayojan	Ranchi Express	30 Nov 2006
3.	Film festival saat se	Prabhat Khabar, Ranchi	30 Nov 2006
4.	Paryavaran va vanya Prani film festival saat se	Aaj, Ranchi	30 Nov 2006
5.	Brush with wildlife posers	The Telegraph, Ranchi	7 Dec 2006
6.	Green & wild danger on film	The Telegraph, Ranchi	7 Dec 2006
7.	Jharkhand ke nau filmkaro ke filmo ka pradarshan hoga, kal se teen divsheya vatavaran film samaroha	Ranchi Express	6 Dec 2006
8.	Paryavaran avam vanya jev filmotshav sat se	Hindustan, Hindi	6 Dec 2006
9.	Green care on silver screen	The Telegraph, Ranchi	7 Dec 2006
10.	'Loha Garan Hai' aur 'Rajmahal' mein jhalka khaan ka dard	Dainik Jagran, Ranchi	8 Dec 2006
11.	Film frown on green worries, Mining hope for tribals	The Telegraph, Ranchi	8 Dec 2006
12.	Jharkhand wildlife showcased at film fest	Hindustan Times, Ranchi	8 Dec 2006
13.	- Paryavaran ko Kisi bhi roop mein shati na Pahuchaye Udhogpati: Sudhir Mahro - Kanij Utpad rajyoi tatha sambadhit shetro ke logon ka hit sanrshit ho: satpathi	Ranchi Express, Hindi	8 Dec 2006
14.	Sabko Lena Hoga vanya jiv sanrashan ka sankalp: Sudhir	Hindustan, Ranchi	8 Dec 2006
15.	Film mahotsav ke dushre din 15 filme dikhai gae	Aaj, Ranchi	9 Dec 2006
16.	Filmo se paryavaran ke priti jagrukra ka sandesh	Prabhat City, Ranchi	9 Dec 2006
17.	Kanha- Protecting a Paradise mein dekhe banrashakon ke karname	Hindhutan, Ranchi	9 Dec 2006
18.	Kanha se Ro Ro tak byakt hue Prakrit ke sambedna	Ranchi Express, Hindi	9 Dec 2006
19.	Sarahi gaye filme: Aakarshan hai barkarar	Ranchi Express, Hindi	9 Dec 2006
20.	Painting Partiyogita ' Nature and Me' mein jhalka bachoo ka prikriti prem	Dainik Jagran, Ranchi	9 Dec 2006
21.	- Events - Film festival enters second day	The Hindustan Times, Ranchi	9 Dec 2006
22.	'Vikas –Vinas' va 'Sarai' ne kholi sambhartoi ke pol	Dainik Jagran, Ranchi	10 Dec 2006
23.	Film fest	The Telegraph, Jharkhand	10 Dec 2006
24.	Green fest a big hit	The Hindustan Times, Ranchi	10 Dec 2006
25.	- Jab jangal ujarhta jaye to bechare hathi kahain jaye: poonam karketta - Teen diwashey film mahotshav ke antim din film dekhane umrhi darshko ke bhirh	Ranchi Express, Hindi	10 Dec 2006
26.	Leaving No Trace ke sath film festival sampan	Prabhat City, Ranchi	10 Dec 2006
27.	Green film fest to hit screens	The Telegraph, Ranchi	10 Dec 2006
28.	- Environment fest ends in high spirits - From 'meaningful' cinema to interactive sessions	The Telegraph, Ranchi	10 Dec 2006



**Ranchi CMS VATAVARAN 2006: Newspapers Ads**

S No.	News Title	News Papers	Date
1.	Newspaper Ads	Ranchi Express (Hindi)	8 Dec 2006
2.	Magazine Ads	Sahiya, Johaar	Nov-Dec 2006
3.	Newspaper Ads	Ranchi Express (Hindi)	9 Dec 2006

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Contact:

**CMS VATAVARAN FILM FESTIVAL DIRECTORATE**

RESEARCH HOUSE,

Saket Community Centre,

New Delhi 110 017

P: 91-11-24992597 (D), 26522244

F: 91-11-26968282

E: [vatavaran@cmsindia.org](mailto:vatavaran@cmsindia.org);

[info@cmsvatavaran.org](mailto:info@cmsvatavaran.org)

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