

Press Release

For Immediate Release

CMS VATAVARAN partners with the U.S. Consulate General, Mumbai to Launch 'Green Frames: VATAVARAN Short Film Competition and Festival 2023'

Delhi, September 1, 2023 - The Centre for Media Studies (CMS), in collaboration with the U.S. Consulate General, Mumbai, is excited to announce the launch of the '**Green Frames: VATAVARAN Short Film Competition and Festival 2023.**' The event marks the beginning of a concerted effort to highlight the urgency of environmental preservation and climate advocacy across India.

The competition will officially commence today, September 1, 2023, with a call for entries. Filmmakers, students, civil society members, and professionals are invited to submit their work via the project microsite <http://greenframes.cmsvatavaran.org>.

The competition aims to showcase compelling narratives that inspire environmental consciousness and collective action in various sectors, including Waste Management, Climate Adaptation, Water Conservation, Sustainable Tourism, Biodiversity Protection, Green Energy, Green Manufacturing, and Sustainable Living.

The competition is open exclusively to Indian citizens and will include three categories: School and College Students, Civil Society Groups & Amateur Filmmakers, and Professional Filmmakers & Film Studios.

Films should be 3 to 7 minutes long, made in English or any Indian language (with English subtitles), and created after January 1, 2022. Submissions are free of charge and will be accepted till midnight of November 15, 2023.

Winners will be honoured with a trophy, a commendation, and non-monetary awards. A total of seven awards will be distributed across the three categories, ranging from **Rs 10,000 to Rs 50,000 in non-monetary equivalent prizes.**

Social Impact Filmmaking Workshop

As an integral part of the 'Green Frames: VATAVARAN Short Film Competition and Festival 2023,' CMS VATAVARAN is launching hands-on **Social Impact Filmmaking Workshops**. Kicking off in Panaji, Goa, on September 5-6, the workshops aim to empower aspiring filmmakers and environmental advocates. These concentrated two-day sessions also planned for Raipur and Nagpur, will equip 50-55 participants with the skills to create compelling, action-inspiring narratives on environmental sustainability. These workshops serve as both a unique learning platform and a gateway to connect with a community dedicated to environmental change.

www.cmsvatavaran.org

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The Festival in February 2024

The culmination of the competition will be a grand festival slated for February 2024, where the winning films will be showcased and rewarded. The festival aims to engage, educate, and inspire individuals to take actionable steps towards environmental preservation.

"We're incredibly excited to launch the 'Green Frames: VATAVARAN Short Film Competition and Festival 2023,' a groundbreaking initiative designed to spotlight urgent environmental issues through the power of storytelling. The workshops, an essential component of this festival, will be a fertile ground for nurturing the next generation of eco-conscious filmmakers. We're thankful to the U.S. Consulate General, Mumbai, for their invaluable support in amplifying this project. Together, we're not just making films but inspiring action for a more sustainable future."

— Dr Vasanti Rao, Director General, CMS

"As champions of both artistic expression and environmental awareness, we believe this unique short film competition and training program for students and budding filmmakers will empower young minds to raise their voices for a sustainable future, blending creativity with crucial message. We're delighted to partner with CMS on this project."

- Rob Anderson, Cultural Attaché, U.S. Consulate General, Mumbai

About CMS VATAVARAN (www.cmsindia.org)

CMS VATAVARAN is Asia's premier environmental film festival and forum, aiming to amplify the voice of environmental and climate issues through the powerful medium of films and discussions.

About the U.S. Consulate General, Mumbai

(<https://in.usembassy.gov/embassyconsulates/mumbai/>)

The U.S. Consulate General in Mumbai is one of the five American Consulates in India, dedicated to fostering mutual understanding and strengthening connections between the people of the United States and India.

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