

7TH CMS vatavaran

Environment & Wildlife Film Festival and Forum

30 JAN – 03 FEB 2014, IGNCA LAWNS, NEW DELHI



2014

COMPETITIVE

Each day counts >> Each action counts >>
To build a future of living in harmony with nature >>

A Brief Report

April 9, 2014

An Initiative of



Organised by



CMS Environment
Promoting Responsibility

CMS VATAVARAN, RESEARCH HOUSE

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CMS VATAVARAN 2014 SNAPSHOTS

Snapshot of the five days of Biodiversity Gala – CMS VATAVARAN 2014



Inaugural Ceremony



Performance by Bamboo Band on Grand Stage



Session on Meet the 2014 CMS VATAVARAN Jury – CMS Lawn



Special screening and session on feature film 'Jal' with its cast – ONGC Lawn



Session on The Challenged Coast of India – UNDP and GIZ Lawn



Session on Traditional Knowledge and Conservation of Himalayan Biodiversity - Japan Lawn



Puppetry workshop conducted by Dr P Pramod and Prasanth Kumar – Young Champions Lawn



Aerial Photography Exhibition



Green Haat



CMS VATAVARAN Award Nite – Honouring the filmmakers



Exhibition on 'Diversity in Nature'

CMS Environment had organised 7th competitive edition of CMS VATAVARAN – Environment and Wildlife Film Festival and Forum from Jan 30 – Feb 03, 2014 (Thursday – Monday) at Indira Gandhi National Centre for the Arts (IGNCA), Lawns, Near India Gate, New Delhi, India.

The 7th edition aimed to make people informed, motivated and committed towards values of biodiversity conservation through range of outreach, communication and awareness activities and approaches.

1.0 THEME

The theme for this year was mainstreaming biodiversity conservation at different levels to promote living in harmony with nature. The theme was also significant in the context of recently held 11th Conference of Parties (CoP-11) to the United Nations Convention on Biological Diversity (CBD) at Hyderabad, India and UN Decade on Biodiversity 2011 -2020 (65th session of United Nations General Assembly resolution 65/161).

With the new formats and proactive programming, the 7th CMS VATAVARAN was committed to align its efforts in this direction. All endeavours of 7th CMS VATAVARAN contributed to the Aichi Target and Strategic Goals by mainstreaming biodiversity conservation at different level to promote living in harmony with nature. This was the largest ever public outreach programme in India for celebrating CoP 11 presidency. Wildlife Institute of India (WII) was the overall knowledge partner for CMS VATAVARAN 2014.

2.0 FESTIVAL PROCESS

The festival was a two-year long process which included:

S No	Process	Timeline
1.	Festival Planning: Consultation Meet, Steering Committee, Expert Advisory Groups and Filmmakers Advisory Group	Feb – Dec 2013
2.	Competition and Awards Process	Jan 31, 2012 – Dec, 2013
3.	Festival Promotion Delegate Registration	June 2013 – Feb 2014
4.	Logistics (festival management)	Jan 2013 – Feb 2014
5.	Programmes and Film Festival	Jan 30 – Feb 03, 2014

2.1 Festival Planning: Consultation Meet, Steering Committee, Expert Advisory Groups (Programmes & Promotion) and Filmmakers Advisory Board

- **Consultation Meet:** Held on 05 Feb 2013 at CMS, New Delhi to re-strategise and develop future road map for CMS VATAVARAN involving its filmmakers, partners, nomination jury, jury and steering committee members.
- **Steering Committee:** An 11 member steering committee was formed for a 5-year period commencing from 2013 – 2017 comprising of eminent dignitaries and experts to provide leadership, overall policy guidance, mentoring of the festival team, facilitating developing knowledge and resource pool for creating sustained impact and promoting environment sensitivity. The steering committee will meet every alternate year during the competitive year. The First Steering Committee Meeting was held on 3 Feb 2014 at

IGNCA lawns in 2014 7TH Competitive CMS VATAVARAN. List of Members:

1. Mr Adoor Gopalakrishnan, Film Director, Scriptwriter and Producer
 2. Mr Amol Palekar, Actor and Film Director
 3. Mr Dilip Cherian, Founding Partner, Perfect Relations
 4. Mr P Balaji, Managing Director, Nokia India Sales Pvt Ltd
 5. Mr Samar Singh, President - Samarpan Foundation; Tourism and Wildlife Society of India | Trustee - Foundation for Ecological Security; Duleep Matthai Nature Conservation Trust
 6. Mr Satish Pradhan, Advisor, Tata Sons Limited
 7. Mr Shyam Benegal, Film Director, Scriptwriter and Producer
 8. Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment, UNDP India
 9. Ms Aruna Roy, Mazdoor Kisan Shakti Sangathan (MKSS), Rajsamand
 10. Mr Uday Kumar Verma, Former Secretary, Ministry of Information and Broadcasting, GoI, New Delhi
 11. Mr Vivek Menon, Executive Director & CEO, Wildlife Trust of India
- **Expert Advisory Groups (Programmes & Promotion) 2013-2014**: The Programme Group constituted for this festival provided their expert guidance on programme content and speakers of the festival. The promotion group worked towards promotion, building visibility & branding of CMS VATAVARAN.
 - **Filmmakers Advisory Board (5 years, 2013-2017)**: This group comprising of CMS VATAVARAN filmmakers was formed to provide direction, guidance and advise in technical, creative and programmes of CMS VATAVARAN Film Festivals.

2.2 Competition, Selection and Awards Process

a. Call for Entries (Jan 2012 - June 2013)

The festival was open to both professional and amateur filmmakers and films completed on or after January 1, 2011 were only invited for the competition. The Call for Entry for the 7th competitive CMS VATAVARAN was announced in March 2012 and continued till June 30, 2013. The 7th competitive edition of CMS VATAVARAN received record submission with **541 entries (337 International and 204 Indian)** - 41% more than 2011 competitive festival.

Table 1: Entries Statistics

1.	Indian Entries	No.	In percentage (%)
	No of entries	204	38%
	Participating States	21	
2.	International Entries	No.	In percentage (%)
	No of entries	337	62%
	Participating countries	53	

b. Selection & Award Process – Three Tier Process

Table 2: Nominated & Award-winning Films Statistics

1.	Indian Entries	No.	In percentage (%)
	Nominated Films	52	25%
	Award Money	12 Lakhs	
	No of Awards	22	
2.	International Entries	No.	In percentage (%)
	Nominated Films	34	10%
	No of Awards	11	

The Judging at CMS VATAVARAN was a three-tier process. It consisted of a Peer Review, Nomination Jury and the Award Jury (Indian & International). Entries submitted in CMS VATAVARAN competition are 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 team comprised of CMS researchers for quality check and appraising the relevance and appropriateness of the film entries.
- **Nomination Jury:** Total 86 films were nominated (52 Indian and 34 International films including 01 film from Japan) by a 31 member nomination jury headed by Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment Unit, UNDP India. The films selected by the Nomination Jury are presented to the Award Jury for selecting the winning entries. All the nominated films were screened during the festival from Jan 30 – Feb 03, 2014 at IGNCA lawns, New Delhi.



- **Award Jury (Indian & International):** The Indian Award Jury headed by **Mr Amol Palekar**, Eminent Actor & Director comprising of 7 eminent professionals declared 22 awards in Indian category. The International Award Jury headed by **Mr Ramesh Sharma**, eminent filmmaker comprising of 6 eminent professionals selected 11 awards in international category.

2.3 Festival Promotion and Delegate Registration

CMS used an interesting range of promotion and publicity plan with radio, print, electronic media and on-line media to promote the festival and register delegates for its various programmes.

Festival Promotion

- On the website and web pages (www.cmsvatavarana.org)
- Festival Directory
- Programme Book
- Brochures
- Invitation Cards and Envelops (digital)
- Two Posters (call for entries & participation)
- Programme Book (digital)
- Programme Schedules
- Festival Directory (250 pages): digital
- 10 Years Celebration: Award-winning film screenings from Oct – Dec in prominent schools and colleges in Delhi NCR
- Onsite Signages (welcome board, backdrop, side panels, standi banners, etc)
- Auto Promotion: 2014 festival banners on 500 autos for 1 month
- Live Media: Video Promos for Festival Promotion were aired for a month on Live Media's 2298 screens all across Delhi-NCR region in India. (2298 screens x 30 days x 20 sec promo for 36 times per day)
- CMS VATAVARAN 2014 Hoardings on Select City Walk Mall's Entrance
- Press releases
- Press Kits
- Media interviews
- Engagement columns
- Media Hub: Set up for five days at IGNCA lawns was equipped with Wi-Fi, computer workstations, a phone, and a fax machine to report stories
- Television Promos in all Doordarshan and ZEE Media channels
- Radio Promos on All India Radio and Radio City 91.1 FM
- Signature Film: 2014 signature film was screened before the commencement of ceremonies, film screenings, thematic sessions and their intervals.
- Promotion in Delhi Metro Stations: 16 standees were displayed in 6 Metro Stations across Delhi and NCR for two weeks before the festival.
- Electronic Direct Mailers were disseminated till Jan 30, 2014 to One Lakh database
- Web banners on Media Khabar, Geography N You, Delhi Events and partner organisation's websites

- Festival Listing on major events websites, newspapers and magazines i.e. Sanctuary Asia, Delhi Events, Buzz in Town, Asian Age, Hindustan Times, Millennium Post, Naya India, The Sunday Guardian, etc
- e- Invitation Cards for ceremonies sent to who's who i.e. Chief Minister, ministers, ambassadors, policy makers, corporate/government officials, defence officials, media, committed individuals, etc.
- Festival Lawns and Partners Branding

Delegate Registration

An online delegate registration system was setup which was mandatory for participation for every participant be it youth, general public, partners, speakers, organisers, guests, celebrities, etc. The festival programmes and ceremonies and musical festival was open to all. Free Delegate registration was promoted. Majority of the participants were free delegates.

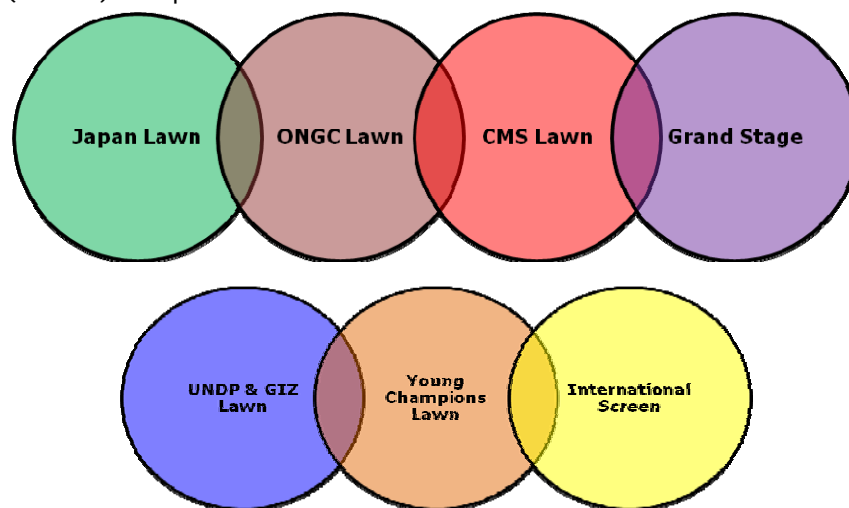
2.4 Programmes

Consolidating ten glorious year of the CMS VATAVARAN journey, the festival introduced a whole lot of new programmes i.e. more than 112 films, best of world biodiversity cinema, 150 Speakers, 70 sessions, workshops, exhibitions, film booth, green haat, food court, musical festival and much more to commemorate the occasion. Delegates ranging from eminent filmmakers, environmentalists, statesman, experts, organisations, green innovators and media from across the world participated in this environment extravaganza.

Showcasing an eclectic mix of Indian and International films and forum programmes, the 7th CMS VATAVARAN appeared in a new avatar in 2014.

a. Thematic Lawns

The festival programmes were held across **7 venues** in the Indira Gandhi National Centre for the Arts (IGNCA) campus i.e.



Japan Lawn: The Japan lawn was specially curated with the thematic focus on **biodiversity of forest, mountain and inland waters & wetland**. Some of the important issues and focus of the sessions held in this lawn were Forest Right Act, Tourism in tiger reserves, protected areas, traditional knowledge, human wildlife

conflict, Himalayan biodiversity, and policy issues. COJWE Japan, UNDP, Pragma and Zoo Outreach were knowledge partners.

UNDP and GIZ Lawn: The lawn with the theme of **Coastal and Marine Biodiversity** held screenings and sessions on the issues such as conservation of coastal and marine biodiversity, climate change, livelihood issues, institutional and financial mechanism, etc. UNDP and GIZ – Indo German Biodiversity Programme were the main partners of this lawn. *International Collective in Support of Fishworkers (ICSF) was the knowledge partner.*

CMS Lawn: Sessions, book launches, press briefings and workshops were organised in the CMS Lawn. Some of the issues discussed are India's Draft National Biodiversity Targets, Urban Wetlands, Conservation of Biodiversity Rich Areas Outside the Protected Area Network. Book Launch of First Food: A Taste of India's Biodiversity was also held here by Ms Sunita Narain.

Young Champions Lawn: The Young audiences were treated to film screenings, workshops, painting competitions, sessions, puppetry, etc at the Young Champions Lawn. Not only students, teachers and parents actively participated in various activities organised at the Young Champions Lawn. Some of the interesting sessions were on Environment Education, animal behaviour, western ghats. WTI, CEE and SACON were the knowledge partners.

ONGC Lawn: All the Indian nominated films were screened followed by open forums with the audience at the ONGC Lawn. Yann Arthus – Bertrand's Retrospective was an important part of the ONGC Lawn. Two films by the filmmaker, 'A Thirsty World' and 'Planet Ocean' were screened. Special film screenings and sessions were also part of the this Lawn where prominent speakers such as Dr Ravi Chellam, Vidya Athreya, Sujay Dahake, Nandan Saxena, Kavita Bahl, Bablu Ganguly, and many more.

International Screen: More than 50 films including nominated film in International categories, and partner films of ONGC, Delhi Metro, UNDP were screened at the International screen for four days. Open forum with some of the nominated International filmmakers were also held.

Grand Stage: The five day film festival and forum was not all about films and serious issues. This time we witnessed performances by students, artists, musicians etc in the form of songs, theatre, dance, drum jam, etc. More than 18 performances were organised by CMS VATAVARAN with participation from schools, colleges, academies, groups, and more. Gala Inauguration and awards ceremonies were also held in this lawn.

b. Programme Highlights!

- **Inaugural Ceremony:** The Inaugural ceremony was scheduled on Jan 30, 2014 (Thursday) from 06:30 – 08:00 pm at IGNCA Lawns, New Delhi. The ceremony was attended by Mr K S Rao Union Minister for Textiles; Dr Karan Singh, MP and President, ICCSR and Ms Lise Grande, UN Resident Coordinator and UNDP Resident Representative

in India. Mr V B Mathur, Senior Professor & Dean, Wildlife Institute of India (WII) and Mr A S Panneerselvan, Executive Director, PANOS South Asia were among the special invitees.

- **Indian and International Film Screenings & Open Forums:** All 86 nominated films were screened (including 01 film from Japan) during the festival from Jan 30 – Feb 03, 2014 at IGNCA lawns, New Delhi. The nominated filmmakers were invited to attend the festival and also participated in the film screenings and open forum discussions post their film screenings i.e. during Open Forums.
- **Film Booth:** All the entries i.e. Indian and international films received during the 7th CMS VATAVARAN were available for viewing to the registered festival delegates and could be accessed country-wise, director-wise, alphabetically or through category or key word search.
- **Best of World Biodiversity Cinema:** CMS VATAVARAN partnered and organised screenings of award winning films from prominent international environment and wildlife film festivals from across the world.
- **Award Nite:** The 7th CMS VATAVARAN Awards were bestowed during a gala Award Nite on February 02, 2014 from 06:00 – 08:00 pm at IGNCA Lawns. CMS VATAVARAN announced 33 awards in 11 categories (Indian and International) on Feb 02, 2014 (Sunday).

The award ceremony was graced by the presence of Dr K S Rao, Minister of Textile, GoI; Shri Amol Palekar, Actor, Director and Producer & Chairperson, 2014 Indian Jury. Shri Hem Pande, Additional Secretary, MoEF, GoI; Ambassador of Norway to India, H E Elvind S Homme; Country Director GIZ, Mr Stephen Helming; Shri Chandi Prasad Bhatt, Environmentalist, Dasholi Gram Swarajya Mandal, Uttarakhand; Sunita Narain, Director, CSE; Vivek Menon, CEO, WTI; Dr Anil Prakash Joshi, Founder Member, Himalayan Environmental Studies and Conservation Organisation, Uttarakhand were also present.

Best of the Festival awards were presented to “The Last Lions” by Dereck and Beverly Joubert in the International category and “Char...The No Man’s Island” by Sourav Sarangi in the Indian category.

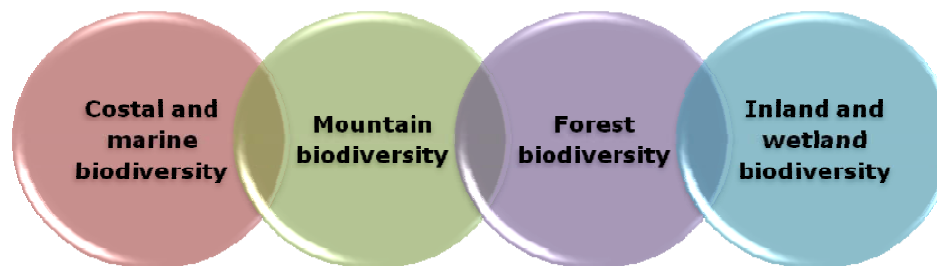
- **Felicitation of Special Awards**

Lifetime Achievement Award: Ms Vijaya Mulay, veteran documentary filmmaker was awarded with the CMS VATAVARAN Lifetime Achievement Award for her outstanding contribution in filmmaking.

Prithvi Ratna Award: CMS VATAVARAN Prithvi Ratna Award was given to Mr Sanjay Barnela, filmmaker for outstanding contribution to nature and conservation filming throughout their career which has resulted in bringing change in perception, practice and policy with regards to environment.

PSA CMS Media Excellence Awards: CMS VATAVARAN also presented the PSA CMS Media Excellence Awards for excellence in environment reporting. This year, the awards were presented to Juhi Chaudhury (CNN IBN), Chandan Haygunde (Indian Express, Pune), Amantha Perrera (Sri Lanka) and Subhra Priyadarshini (India).

- Capacity Building Workshops:** The following workshops were held during the festival:
 - Workshop on Lights, Sound, Camera... SPLASH! | Jan 31, 2014 | 04:30- 05:30 pm | CMS Lawn
 - Workshop on Communicating Biodiversity of India through Puppetry | Feb 02, 2014 | 11:30 – 12:30 pm | Young Champions Lawn
 - Eco-friendly Ariel Photography and Live Demo workshop special session | Feb 02, 2014 | 04:30 – 05:30 pm | CMS Lawn
 - Wildlife and Words: Story Writing Workshop | Feb 01, 2014 | 03:15 – 04:15 pm | Young Champions Lawn
 - Elephants as Light as Paper: Paper Machie Workshop | Feb 01, 2014 | 04:30 – 05:30 pm | Young Champions Lawn
 - Waste? No More Waste | Feb 02, 2014 | 02:00 – 03:00 pm | Young Champions Lawn
- Thematic Sessions** (mentioned as International Conference and Seminar in the Proposal): As part of this, 70 thematic sessions were held on sub-themes i.e. “Blue Agenda – Coastal and Marine Biodiversity”, “Forest Biodiversity”, “Mountain Biodiversity” and “Inland Waters & Wetlands Biodiversity” from Jan 31 – Feb 03, 2014. Representatives from prominent Indian and international organisations were invited as speakers.



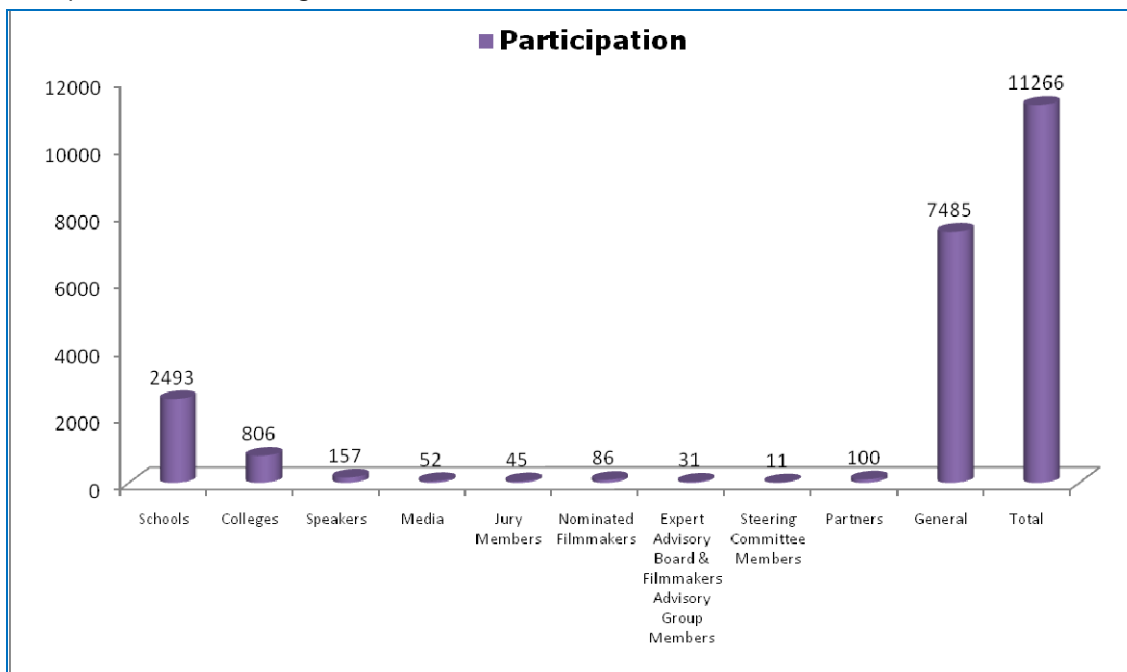
- Exhibition on Diversity in Nature:** More than 12 exhibitors representing artists, organizations, schools, municipal corporation put up their work on display at the festival. Nicholas Chorier, aerial photographer had more than 50 photographs on display. National Biodiversity Authority and State Biodiversity Boards, IUCN, PondyCAN, Ryan International School, CMS Environment, Shimla Municipal Corporation were some of the exhibitors.
- Green Haat and Food Court**
 CMS VATAVARAN for the first time brought together 28 organic farmers, artisans, garment dealers and others at the Green Haat stalls.

All the programmes were organised to promote environment sensitivity at a large scale.

c. Participation

The delegates at the five-day CMS VATAVARAN comprised of policy makers at central and state level; businesses; communities; civil societies; research think tanks - researchers, research institutions, scientists, environmentalists/ conservationist; filmmakers; enthusiasts; national & international organisations; green innovators; communication professionals; media, youth and people at large.

More than 10,000 participants representing organisations, students, academics and individuals from all sections participated in this festival across five days. Category wise participation details are given below:



Eminent Participation

- Adoor Gopalakrishnan, Film Director, Scriptwriter and Producer
- Amol Palekar, Eminent Actor, Director and Producer and Jury Chairperson, 7th CMS VATAVARAN 2014 Award Jury
- Anil Prakash Joshi (Dr), Founder Member, Himalayan Environmental Studies and Conservation Organisation (HESCO), Uttarakhand
- Aruna Roy, Mazdoor Kisan Shakti Sangathan (MKSS), Rajsamand
- Chandi Prasad Bhatt, Founder, Environmentalist, Dasholi Gram Swarajya Mandal, Uttarakhand
- Edgar Endrukaitis, Biodiversity Programme Director, GIZ
- Eivind S Homme (His Excellency), Ambassador of Norway to India
- Geoge Klussmann, Counsellor, Climate Change, Renewable Energy & Tourism, Embassy of Federal Republic of Germany
- Girish Malik, Director, Jal
- Isher Judge Ahluwalia (Dr), Economist and Author
- Karan Singh (Dr), Member of Parliament (Rajya Sabha) and President, Indian Council for Cultural Relations (ICCR)
- Kavuru Samba Siva Rao (Dr), Hon'ble Minister of Textiles, Govt of India

- Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India
- Prannoy Roy (Dr), Executive Co – Chairperson, NDTV
- Purab Kholi, Eminent Actor
- R J Anant, Radio Jockey
- Saurabh, Radio Jockey
- Shabana Azmi, Eminent Actor
- Shyam Benegal, Film Director, Scriptwriter and Producer
- Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment, UNDP India and CMS VATAVARAN 2014 Nomination Jury Chairperson
- Stephan Helming, Country Director, GIZ India
- Sunita Narain, Director General, Centre for Science and Environment (CSE)
- Tannishtha Chatterjee, Actress

2.5 Logistics (Festival Management)

The 2014 festival involved immense logistics planning and arrangements by CMS including: Administrative arrangements (communication, courier, travel, stationery, office expenses, etc); travel, accommodation; food & refreshments; local transportation for festival delegates, jury members and festival guests; venue creation (structure, lighting, power backup, permissions, etc); festival clearances; décor; equipments; projections; designing and printing of festival's publicity material; delegate registration; on-site and off-site branding; media engagement. Interns and volunteers were hired for promotion and festival management. Awardees trophies and citations were designed. Promos, signature films, media clips, award-clips were produced; Festival merchandise (delegate bags, badges, note books, pens, note pads, t-shirts) were arranged.

3.0 MEDIA PRESENCE

CMS VATAVARAN 2014 was covered widely by a range of national and regional dailies. The coverage reflected the celebration of diversity in nature during the festival. The festival had 48 print media coverage; 11 electronic media coverage including television and radio and 87 online media coverage.

25 Newspaper dailies were present during the festival and covered the festival & its programmes. Among the prominent ones were Asian Age, Daily Pioneer, Dainik Jagran, Deccan Herald, Hindustan, Hindustan Times, Maharashtra Times, Mint, Punjab Kesari, Rashtriya Sahara, Rajasthan Patrika, The Hindu, The Indian Express, The New Indian Express, The Times of India and The Tribune. Overall 9 electronic media organizations covered the festival including Zee News, YouTube, NDTV, Lok Sabha TV, DD National, AIR FM Rainbow, Air FM Gold, AIR Akashvani and BBC. Overall 52 online portals covered the festival.

Some prominent dailies did special features on the issues related to environment and wildlife and the prospect of filmmaking related to these issues, sessions with film personalities like Shabana Azmi, Amol Palekar, Purab Kohli, Girish Malik and Tannishtha Chatterjee. Feature stories on filmmakers such as Sanjay Barnela, nominated filmmakers,

4.1 Low Carbon Footprints

An environment and wildlife film festival like CMS VATAVARAN needs to be 'green' in both spirit and action and CMS VATAVARAN team comprehended it completely. In fact during the planning stage of the festival itself a great deal of brainstorming was done to make sure that more and more eco-friendly products were used during the festival to reduce the carbon footprints. This being the deciding criteria, all the products were carefully chosen to adhere to the green factor.

Efforts were put in to reduce the carbon footprints by ensuring more and more use of eco-friendly products which was appreciated by one and all. Registered delegates, students, experts, filmmakers and visitors took note of the efforts made by the team in making the festival green in true sense of the term and applauded the work done in this regard.

Less Printing: The festival's decision to reduce printing and providing online documents saved paper and printing cost. The same was applied for **Entry Forms and Guidelines; Festival Publications:** CMS VATAVARAN 2014 Festival Directory, Festival Book, Impact & Legacy Brochure and 10 Years Award-winning film Directory; **Festival Schedules & Invitations** and **Digital Backdrops.**

Online Registration: The delegate registration was made online and it was mandatory for all participants, partners and speakers to register themselves. This again was a cost-effective and eco-friendly mode of registration.

Environmental Friendly Material for Festival Merchandise:

Delegate notebooks, note pads, memo pads were made of handmade chlorine free paper. Delegate badges were made up of cardboard and cloth and delegate bags were made up of eco-friendly cloth.

Solar Rickshaws: An eco-friendly solarised E-rickshaw was provided by Maharaja Power, the festival partner to ferry festival guests and participants inside the IGNCA campus.

Solar Lanterns: Festival partners Sukam and Maharaja Power provided solar lanterns which was another significant evidence of an eco-friendly festival.

Festival Décor: Prominent Schools of Delhi and National Capital Region (NCR) i.e. Shri Ram Group of Schools, Bloom Public School and Sri Venkateshwar International School contributed in festival decor. Besides this, Wildlife Trust of India also displayed its 40-feet inflated whale shark in the festival venue.

4.2 Thematic Discourses contributed in specialised knowledge network

- CMS VATAVARAN 2014 organised 70 sessions and invited 150 speakers and thus contributed in creation of specialised knowledge networking platforms on new biodiversity knowledge, expertise, practices and solutions.
- A range of issues such as Mountain Biodiversity, Forest Biodiversity, Inland & Wetland Biodiversity, were discussed and deliberated during the thematic discourses as part of the five-day festival and forum. **Important issues covered were:**

Responsible Tourism | Coastal and Marine Biodiversity | Dam and Development | Forest Rights Act (FRA) | Human Wildlife Conflict | Indian Himalayan Region | Aquatic Biodiversity | Inland and Wetland Biodiversity | Sahyadris: India's Western Ghats | Water Fields | Glaciers | Tourism and Tiger Reserve | Economics of Biodiversity | Sparrows (Gorraiya) | Tigers | Freshwaters | Cold Deserts | High Altitude Wetlands | Sacred Natural Sites | Organic Farming | Sustainable Livelihoods | Traditional Knowledge, Innovations and Practices | Invasive Species | Wildlife Conservation | Flagships Species - Ghariyals, Dolphins, Turtles, Whale Sharks | Climate Change and Disasters | Biodiversity and Outside Protected Areas | Urban Wetlands | Participatory and Inclusive Framework | Sustainable Management in Protected Areas | Helisa Campaign | Seaweed Collectors and Gulf of Mannar | Access and Benefit Sharing | Equitable Sharing | Nagoya Protocol | Gender and Environment | Case Studies from the Field | Local Environmental Governance | Inland and Wetland Biodiversity Session | Policy: Opportunities and Gaps | Coastal and Marine biodiversity Management work | Institutional and Financial mechanisms | Gender | Water Crises and Conservation | Biodiversity Vs Development | Tourism and biodiversity | Economy Trade and Incentive Measures | Ecosystem Services | Financing Biodiversity Conservation | Food Security

- The thematic sessions on range of these contemporary issues have contributed in the mainstreaming biodiversity conservation discourses in the country. The main thrust in CMS VATAVARAN 2014 have been on inland & wetland biodiversity, coastal & marine biodiversity, forest & mountain biodiversity issues.
- Proactively the Government of India, government Departments, United Nations, Civil Societies, Grassroots Activist, Media, Filmmakers, Communities representatives were engaged in the festival programme planning and organising.

4.3 Assimilated Fresh Content and Enrichment of Conservation Film Archive

CMS Environment's green film collection is now richer by 541 number of new titles received from Indian and international filmmakers. These films cover issues like biodiversity conservation, climate change, sustainable technologies, livelihoods and water. The films made on or after January 1, 2011 were only accepted in this competition.

4.4 Networking with bilateral, UN organisations, civil societies and media

Prominent non-government and government organisations, civil societies, academic institutes were engaged as partners and contributed by designing and organising thematic discourses and programmes on a range of biodiversity concerns in the country and also décor of the festival. Prominent organisations present were:

- All India Radio (AIR)
- Ashoka Trust for Research in Ecology and Environment (ATREE)
- Bloom Public School
- Centre for Environment Education (CEE)
- Centre for Science and Environment (CSE)
- Delhi Metro Rail Corporation (DMRC)
- Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH

- Doordarshan
- International Collective in Support of Fishworkers (ICSF)
- International Union for Conservation of Nature (IUCN)
- ITC Hotels
- Life Insurance Corporation of India (LIC)
- Live Media
- Ministry of Environment and Forests
- National Biodiversity Authority (NBA)
- Nature Conservation Foundation (NCF)
- North-Eastern Hill University (NEHU)
- PondyCAN
- Pragya, Wildlife Trust of India (WTI)
- SACON
- Sri Venkateswar International School
- State Bank of India (SBI)
- State Biodiversity Boards (SBBs)
- Su-kam
- Tata Institute of Social Sciences (TISS)
- The Shri Ram Group of School
- Union Bank of India
- United Nations Development Programme (UNDP)
- Wildlife Institute of India (WII)
- WWF-India
- ZEE Media
- ZOO Outreach Organisation

4.5 Eminent Association and People

The audience got an opportunity to meet and interact with the stalwarts of the environmental conservatism i.e. Dr Karan Singh, Dr Anil Prakash Joshi, Chandi Prasad Bhatt, Bahar Dutt, Dr Ganesan Balachander, Dr Prannoy Roy, Dr Rajendra Singh, Sunita Narain, Vivek Menon, Dr V B Mathur, Dr Ravi Chellam, etc. Among actor celebrities who were present were Amol Palekar, Shabana Azmi, Purab Kohli and Tanishtha Chatterjee.

4.6 Capacity Building of Youth

- Built capacities of youth using Edutain (Education & entertainment) tools like films, sessions, competitions, eco-games and workshops on story writing, paper mache, puppetry, etc.
- Enabled youth ambassadors on the issues of biodiversity.
- Discussed and debated a range of national and international issues.

4.7 Recognised Outstanding Contribution in Environment Filmming and Reporting through Awards and Felicitations: i.e. CMS VATAVARAN 2014 Indian and International Awards (33 awards); Lifetime Achievement Award to Ms Vijaya Mulay, veteran documentary filmmaker for her outstanding contribution in filmmaking; Prithvi Ratna Award to Mr Sanjay Barnela and PSA CMS Media Excellence Awards to Juhi Chaudhury (CNN IBN), Chandan Haygunde (Indian Express, Pune), Amantha Perrera (Sri Lanka) and Subhra Priyadarshini (India).

4.8 Festival Reach

CMS VATAVARAN 2014 reached out to the wider audiences, filmmakers, participants, students (youth), school teachers, general public, etc through web promotion, metro, auto, live-media, television and radio promotion.

4.9 Variety of Communication Tools

A range of communication tools were used in conveying the festival theme i.e. thematic sessions, films, workshops, competitions, book, exhibitions, green haat, music festival, etc.

5.0 WAY FORWARD

5.1 Green Films for Distribution and Broadcasting

- A Green Film Library will be set up by CMS VATAVARAN in Schools – Distribution.
- Thematic film packages will be formed from the award-winning films received in CMS VATAVARAN and distributed to various schools.
- CMS VATAVARAN films will be widely used in training and education across the world by educational institutions, civil societies, etc

5.2 Networking and Collaborations with Like-minded Organisations

Ever since the festival got over in Feb 2014, CMS Environment has been flooded with requests for providing films. Some of the invitations post festival are from:

- Wildlife Film Festival, Feb 26, 2014, The School of Journalism and Mass Communication (organised)
- 3rd International Folklore Film Festival - 2014, March 14 & 15, 2014, Kerala Sahithya Academy, Thrissur , Kerala
- 1st Weaver's Nest Nature and Wildlife Film Festival, June 6-8, 2014, Jalpaiguri

CMS VATAVARAN 2014 has facilitated in networking and forging collaborations with organisations and individuals from 2014 travelling festivals cities i.e. Amritsar, Gangtok, Pondicherry and Raipur.

5.3 Thematic Session Videos on Youtube

The videos of the thematic discourses will be uploaded on CMS VATAVARAN Youtube channel for using as a reference material by researchers, policymakers, scientists, environmentalists etc.

6.0 QUOTABLE QUOTES

"VATAVARAN is the biggest show and tell event of environment in India. I hope the show will now start exploiting all the digital possibilities.

It would be interesting if Varavaran could start an online community of schools, teachers, students and environmental activists who could qualify for being invited for the event from different parts of India by doing something significant for environment.

--- **Augustine Veliath**

Founder-Director, Asian Center for Entertainment Education, New Delhi

Environment and wildlife of India needs platforms such as CMS Vatavaran to push their cause.

--- **Divya Srinivasan**

Independent Producer/Director- Ex- NDTV, NewsX. Ex- General Manager- Wildlife Trust of India, New Delhi

CMS VATAVARAN is no longer a film festival, it is a green movement to save life. Long live environment and biodiversity. Best wishes!

--- **Krishna Chandra Yadav**

Chief Conservator of Forest and Director, State Forest Research and Training Institute, Raipur

Great opportunity and wonderful platform to express ones views through films and win it too!

--- **Dr Sanjay Molur**

Executive Director, Zoo Outreach Organization (ZOO), Coimbatore

VATAVARAN is a platform which reinforces the fact that environment and its conservation is not merely restricted to the specialists but it is a type for the masses.

--- **Col Michael James**

Director, Policy (Ecology), Ministry of Defence (Indian Army), New Delhi

"VATAVARAN has established itself as a platform for both aspiring and acknowledged filmmakers".

--- **Dr Anupam Joshi**

Senior Environmental Specialist, The World Bank, New Delhi

Appreciate mammoth effort undertaken by CMS VATAVARAN. You have put together a great team that was so helpful, courteous and above all professional! Bharti has been a great coordinator

--- **Dr Jaishri Jethwani**

Professor of Advertising & Public Relations, Indian Institute of Mass Communication (IIMC), New Delhi

"VATAVARAN" provides an important interface between the conservation and media community and spreads the positive examples to the world on conservation needs. Biodiversity as the theme this year was a perfect choice as India is currently presiding over the CBD COP.

--- **Dr Neeraj Khara**

Senior Advisor, Management of Coastal and Marine Protected Areas, Biodiversity Programme, GIZ India, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, , New Delhi & CMS VATAVARAN Nomination Jury

“It is a very important festival. The films that are going to be shown are not larger than life or exotic but since they portray situations true and closer to life they create more lasting impact on the audience, could move them from inside and could provoke them to take action”.

--- Sumitra Bhawe

Vichitra Nirmiti & CMS VATAVARAN Award Jury

The films viewed by the award jury were informative, creatively put together and inspirational. I am certain they will be enjoyed by the audience and make for very active discussion when they are screened during the festival.

--- Ramesh Sharma

Filmmaker & Chairperson, CMS VATAVARAN 2014 International Award Jury

I think Vatavaran has filled an important niche and kudos to you at CMS for sustaining its healthy growth over the past decade. That is a testament to the quality and demand for such an event.

--- Dr Ganesan Balachander

Director, Ashoka Trust for Research in Ecology and the Environment, Bangalore

I have been on several juries/ selection panels, but this experience was special because these were films on subjects that really matter. If we do not care about our environment and the damage greedy humans are doing to bio-diversity and nature, then we are damaging, irreversibly, the planet and all beings, sentient and otherwise. Vatavaran is doing an important job, and I wish you all very well.

--- Shubhra Gupta

Film Critic, The Indian Express, New Delhi & CMS VATAVARAN Award Jury

Films are one of the best medium to create awareness amongst the young and the old, the literates as well as the illiterates, but films at CMS Vatavaran go beyond awareness; these inspire to take positive action to conserve our environment; and if Vatavaran can bring this attitudinal change even in a small section of the society, it has served its purpose!

--- Dr Neelima Jerath

Executive Director, Punjab State Council For Science And Technology & Member Secretary, Punjab Biodiversity Board