





MEDIA COVERAGE

PRINT MEDIA COVERAGE

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19.	Film Festival	http://timesofindia.indiatimes.com/Film-	November 29, 2012
		Festival/speednewsbytopic/keyid-1666.cms	
20.	Film festival to focus	http://www.thehindu.com/todays-paper/tp-	December 1, 2012
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21.	7th CMS Vatavaran	http://sanctuaryasia.com/events/upcoming-	December 1, 2012
		events/9056-7th-cms-vatavaran	
22.	State to organise	http://portal.thebengalpost.com/index.php/ind	December 1, 2012
	biodiversity film fest	ex/newsdetails/State-to-organise-biodiversity-	
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23.	First film festival on	http://paper.hindustantimes.com/epaper/viewe	December 1, 2012
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26.	Sunderbans	http://portal.thebengalpost.com/index.php/ind	December 6, 2012
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27.	Silver Screen, Green	http://www.goodnewstab.com/upload/issue/pdf	December 15, 2012
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PRINT MEDIA COVERAGE





The Hindu

3

December 01, 2012

Film festival to focus on biodiversity conservation

Staff Reporter

KOLKATA: A five-day 'Biodiversity Film Festival and Forum' being organised by the State Environment Department and CMS Environment -- a non-government organisation -- from December 3 aims to sensitise the youth of the city to conserve natural resources.

this year in Dehra Dun and will conclude in Kolkata. It was also held in Jaipur, Goa, and Hyderabad earlier this year.

Thirty films on the ecological diversity of our planet will be screened at eight ven-

ues across the city. A panel discussion on the challenges to biodiversity of West Bengal from climate change is organised by the West Bengal Pollution Control Board on December 5. "The theme of this film festival organised every alternate year by CMS Environment is 'Biodiversity' because the United Nations has declared 2011-2020 as the The festival started in July Decade of Biodiversity' and also because for the first time India hosted the Convention on Biological Diversity in Hyderabad in October," said Festival Coordinator, Priva Verma of CMS Environment.

> "India was among the first in the world to have a Biodi

versity Act in 2002 but we are facing alarming biodiversity loss. The aim of the festival is, among other things, permanently change the way we consume natural resources." she added.

"Films are potentially a strong medium to communicate with society and creating an effective medium to sensitize the young generation." said Chairman of the State's Pollution Control Board, Prof Binoy Kanti Dutta. "Public perception on biodiversity is quite vague so through films it will be easy to make people aware of conservation and sustainable use of the rich biodiversity," he added.



December 01, 2012

Prabhat Khabar

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जैव विविधता पर 30 फिल्में दिखायी जार्येगी

कोलकाता 🛯 पृथ्वी पर जैव विविधता के बारे में कोलकाता के विभिन्न स्कूल-कॉलेजों और प्रदूषण नियंत्रण बोर्ड सहित कुल आठ जगहों पर 30 फिल्में प्रदर्शित की जायेंगी. सीएमएस वातावरण और पश्चिम बंगाल प्रदूषण नियंत्रण बोर्ड (डब्ल्यूबीपीसीबी) के संयुक्त तत्वावधान में तीन से सात दिसंबर तक पर्यावरण और वन्य जीवन फिल्मोत्सव व फोरम 2012 का आयोजन किया जायेगा. इन फिल्मों का उद्देश्य जैव विविधताओं के बारे में जागरूकता और उनके संरक्षण के उपायों पर प्रकाश डालना है. सॉल्टलेक के डब्ल्यूबीपीसीबी में शुक्रवार को आयोजित एक संवाददाता सम्मेलन में इसकी जानकारी दी गयी. फिल्मोत्सव का उदघाटन नंदन सिनेमा में राज्य के

पर्यावरण मंत्री सुदर्शन घोष दस्तीदार करेंगे. सीएमएस की कॉन्वेनर प्रिया बर्मन ने कहा कि ये फिल्में जैव विविधता पर किये गये कई शोध का नतीजा है. इनका लक्ष्य पर्यावरण की समस्याओं, लोगों में जैव विवधिताओं के बारे में जागरूकता लाना और देश के फिल्मकारों को इस महत्वपूर्ण विषय पर फिल्में बनाने के लिए प्रेरित करना है. फिल्मोत्सव के दौरान पांच दिसंबर को जलवायु परिवर्तन के कारण पश्चिम बंगाल के समक्ष आनेवाली चुनौतियों पर एक परिचर्चा की जायेगी. डब्ल्यूबीपीसीबी के अध्यक्ष विनय कांति दत्ता ने कहा कि परिवेश भवन में फिल्मों के प्रदर्शन के लिए विद्यार्थियों को लाया जायेगा, जिससे वे राज्य की जैव विविधताओं की जानकारी प्राप्त कर सकें.

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DainikJagran 4. December 01, 2012 अब पर्यावरण पर फिल्म महोत्सव नगर संवाददाता, कोलकाता : अंतर्राष्ट्रीय फिल्म महोत्सव के बाद कोलकाता में अब बिल्कल अलग तरह का फिल्म महोत्सव देखने को मिलेगा, जो पर्यावरण पर आयोजित होगा। 3 से 7 दिसम्बर तक चलने वाले इस फिल्मोत्सव को 'कोलकाता सीएमएस वातावरण' नाम दिया गया है, जिसका आयोजन राज्य के पर्यावरण विभाग की ओर से किया जाएगा। जानकारी देतीं फेस्टीबल की संयोजक फिल्म महोत्सव की फेस्टीबल की प्रिया वर्मा णजगाह संयोजक प्रिया वर्मा ने शुक्रवार को इसकी जानकारी देते हुए बताया कि उदघाटन टेलीविजन इंस्टीच्युट, पश्चिम बंगाल प्रदूषण नियंत्रण बोर्ड, पश्चिम बंगाल समारोह नंदन में होगा। राज्य के पर्यावरण बायोडाइवर्सिटी बोर्ड समेत अन्य शामिल मंत्री सुदर्शन घोष दस्तीदार फिल्म महोत्सव है। इसके अलावा विभिन्न स्कूल-कालेज के शुरू होने की घोषणा करेंगे। फिल्म में इसमें भाग लेंगे। महानगर में पहली बार महोत्सव के दौरान आठ जगहों पर 30 इस तरह के फिल्म महोत्सव का आयोजन फिल्में दिखाई जाएंगी। फिल्म महोत्सव के होने जा रहा है। साझेदारों में सत्यजीत रे फिल्म एंड



Rajasthan Patrika

आयोजित संवाददाता सम्मेलन में

प्रदुषण नियंत्रण बोर्ड के चेयरमैन प्रो.

विनय कान्त दत्त ने यह सूचना दी।

उन्होंने बताया कि प्रदूषण नियंत्रण बोर्ड, बॉयोडायवर्सिटी बोर्ड तथा

दिल्ली की कम्पनी सीबीएस इन्वमिंट

ने संयुक्त रूप से यह प्रयास कर रही है। दत्त ने बताया कि इस मौके पर

5.

December 01, 2012



फिल्में दिखाई जाएंगी।

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The Bengal Post

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State to organise biodiversity film fest

OUR CORRESPONDENT KOLKATA

In a first of its kind, a five-day long film festival on issues related to biodiversity will be organised by the state environment department with other government and private partners. Around 30 international and Indian films in eight different venues will be screened with the theme, Biodiversity Conservation'.

The festival would be inaugurated by state environment minister Sudarshan Ghosh Dastidar on December 3 at Nandan. CMS Vatavaran - En- mi with society." Healso apprekey partner organising this film festival. "Kolkata CMS Vatavaran is a people's festival on biodiversity to enhance understanding, appreciation and shift in attitudes on the natural world and its conser-

vation through films and biodiversity forums," said Alka Tomar, festival director.

Apart from Nandan, the films would be screened at educational institutes such as Lady Brabourne College, Surendranath College and Ashok Hall Girls' Higher Secondary School. Films would also be shown at the state pollution control board (PCB) and other venues. PCB chairman Binay K Dutta said: "Festivals on biodiversity would encourage us to think about film as a potentially strong medium to communicate vironment and Wildlife Film to ciated that Kolkata has been Festival and Forum visithe all selected as the travelling film festival city. Not only film screening, a panel discussion on biodiversity is also a part of the festival. The topic for discussion is `Challenges to **Biodiversity of West Bengal** from Climate Change'.



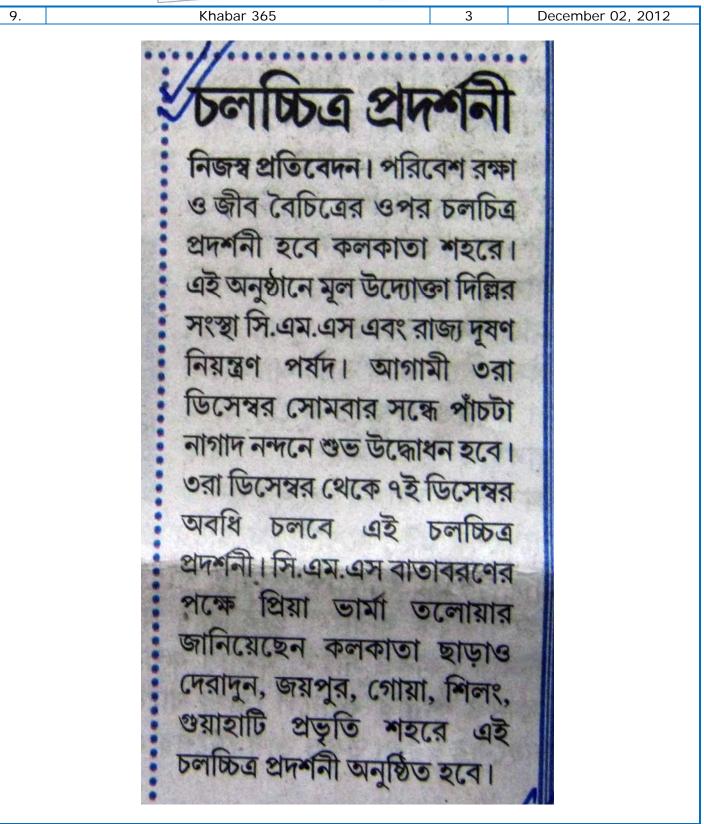
December 03 – 07, 2012







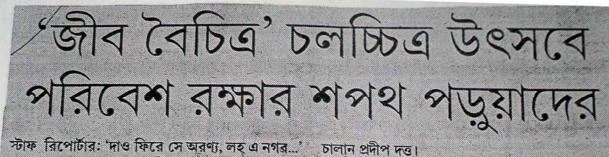






SahalBela

December 04, 2012



চালান প্রদীপ দত্ত।

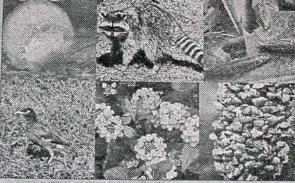
এদিন চলচ্চিত্র উৎসবটি উদ্বোধন করে ডা. সুদর্শন ঘোষদন্তিদার বলেন, আজকের পৃথিবীর পরিস্থিতি অত্যন্ত জটিল। বাতাসে দূষণ, জলে দূষণ। যে জীববৈচিত্র আমাদের গ্রহের সম্পদ, তা নস্ট হয়ে যাচ্ছে। এই

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কলকাতায় শুরু হয়ে গেল জীববৈচিত্র সংক্রান্ত চলচ্চিত্র উৎসব। সোমবার নন্দন-৩ প্রেক্ষাগৃহে এই চলচ্চিত্র উৎসবের উদ্বোধন করেন রাজ্যের পুর্ত ও পরিবেশ দকতরের মন্ত্রী ডা. সুদর্শন ঘোষদস্তিদার। প্রধান অতিথি ছিলেন রাজ্যের শিল্প-বাণিজ্যমন্ত্রী পার্থ

চট্টোপাধ্যায়। 'সিএমএস বাতাবরণ' শীর্ষক এই চলচ্চিত্র উৎসবটি এর আগে অনুষ্ঠিত হয়েছে দেরাদন, গোয়া, হায়দরাবাদ এবং জয়পুরে। সোমবার থেকে শুরু হয়ে চলবে আগামী ৭ ডিসেম্বর পর্যন্ত। জীববৈচিত্র

সংক্রান্ত বিভিন্ন বিষয়ের ৩০টি তথ্যচিত্র প্রদর্শনের পাশাপাশি চলবে আলোচনা সভা, বিতর্ক ইত্যাদি। এদিন চলচ্চিত্র উৎসবের উদ্বোধনস্থল থেকে এ রাজ্যের 'গ্রিন অ্যাম্বাসার্ডর' হিসেবে মনোনীত করা হল সুচন্দ্রা কুণ্ডু এবং প্রদীপ দত্তকে। সুচন্দ্রা সুন্দরবনের ম্যানগ্রোভ অরণ্য সংরক্ষণের জন্য দীর্ঘদিন আন্দোলন করছেন।আর, দাঁতনে ইকোক্লাব। প্রায় ৬০০জন বিভিন্ন স্কুল-কলেজের পড়ুয়া পরমাণু প্রকল্প বাতিলের দাবিতে ব্যাপক প্রচারাভিযান আংশ নিচ্ছেন এই চলচ্চিত্র উৎসবে।



জীববৈচিত্রই এই গ্রহটি সবজ রাখার অন্যতম শর্ত। যে কোনও উপায়ে সংরক্ষণ করতে হবে। বাঁচিয়ে রাখতে ইকো-সিস্টেমকে। হবে আগামীদিনে যখন শক্তিসঙ্কট তীব্র হবে, তখন ভরসা একমাত্র পরিবেশ-বান্ধব সৌরশক্তি। পার্থ চট্টোপাধ্যায় বলেন, পৃথিবীর বুকে যে

জীববৈচিত্র রয়েছে, তা বিবর্তনের ইতিহাসকে ধরে রেখে ছে। রান্ট্রসঙ্ঘ ২০১১ থেকে ২০২০ সাল পর্যন্ত জীববৈচিত্র দশক হিসেবে ঘোষণা করেছে। পৃথিবীকে বাঁচাতে গেলে জীববৈচিত্রের সংরক্ষণ প্রয়োজন। চলতি চলচ্চিত্র উৎসবে যোগ দিচ্ছে শহরের সাড়ে তিন হাজার



SabadPratidin

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The Bengal Post

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December 04, 2012

5-day biodiversity film fest targets students

OUR CORRESPONDENT KOLKATA

With the city's youth showing more responsibility towards environmental conservation, the state's first film festival on biodiversity has targeted students of schools and colleges. The five-day festival was inaugurated at Nandan on Monday.

The film festival has roped in 3,500 eco-clubs from various schools in the city and the districts and will see the participation of at least 10,000 students and teachers over the next four days. Apart from Nandan, the other venues will be Loreto Day School, Ashok Hall Girls' Higher Secondary School, Satyajit Ray Film & Television Institute, City College (South), Lady Brabourne College and Surendranath College. These will be screening 30 award-winning films that delve into the issue of biodiversity conservation.

"Cinema is a visual medium and has the power to educate all. Films on reducing carbon emissions, energy efficiency and eco-friendly industries will be screened at the festival. With mountains, seas, and forest areas, Bengal has a very rich biodiversity. Bengal is also home to a colossal pool of researchers from various disciplines. We should focus on using our own resources to save our own environment," said state environment minister Sudarshan Ghosh Dastidar.

At the inauguration, two green ambassadors from West Bengal were awarded for the remarkable contribution in the field of biodiversity conservation. From a list of 32 nominations submitted by the state government, Suchandra Kundu was selected for her outstanding work in saving the mangrove system and conserving the Bengal tiger in the delta region while Pradeep Dutta was chosen for spearheading the anti-nuclear movement in Haripur. A 14-minute-long film titled Tiger Project in Buxa Forest was also screened at the event.

"The work of the West Bengal Pollution Control Board in saving biodiversity has been noted across the country. This film festival will help in spreading awareness and educating citizens on the necessity to continue this pursuit," said RPS Kahlon, principal secretary, state environment department.



DainikJagran

3

December 04, 2012

हली बार पर्यावरण फिल्म महोत्सव

जागरण



पर्यावरण कार्यकार्ता सुचंदा तुंडू को सम्मानित करते मंत्री पार्थ चटर्जी

नगर प्रतिनिधि, कोलकाता : देश की देगी। उद्याटन सत्र में पर्यावरण मंत्री ने सांस्कृतिक राजधानी कोलकाता में पहली दिल्ली की आयोजक संस्था से कहा सरकार बार मर्थावरण और बाबोहाइवर्सिटी सुरक्षा आपको हर सम्भव सहायता करेंगी। आधारित फिल्म महोत्सव आयोजित किया उल्लेखनीय है कि पीसीबी ने आयोजन के गया है। सोमवार शाम उद्योग मंत्री पार्थ बटजी और पर्यावरण मंत्री डा. सुदर्शन सत्र में सुंदरवन के मैग्रोव जंगलों को बचाने भाष दरितदार ने संदन में महोत्वरत का दीप के लिए मुहिम चला रही सुचंदा कुंद और प्रजनवीलन कर संयुक्त उद्घाटन किया। दांतन में परमाणु संयंत्र के खिलाफ लोगों अयोवरण सुरक्षा के लिए काम रहे दिल्ली दरितदार ने सम्मानित किया। फिल्म समार-इस तरह के आयोजनी की हमेशा बहावा खतरे पर आगाह किया जाएगा।

लिए आधिक मदद प्रदान की है। उद्धारन राज्य प्रदूषण नियंत्रण बोर्ड और को एक जुट करने वाले प्रदीप दता को डा. रत संगठन सीएमएस वातावरण की ोह की संयोजक प्रिया वर्मा ने बताया कि अए से मुरु हुए इस महोत्वस में कुल 30 आयोजन की विशेषता इसलिए भी है कि दिखाई जाएगी। समाग्रिह का फिल्मों के प्रसारण स्थान के तीर महानगर उदबाटन करते हुए उद्योग मंत्री पार्थ चटजी के कुछ कालेजी और स्कूली का भी जयन ने कहा कि इस तरह की फिल्मों का हुआ है। मालदा और मुशिदाबाद में गंग के प्रसारण इस लिए भी जरूनी है क्योंकि वे भवावह कटाव पर बनी फिल्म भांगन पर्यावरण को ही यह मुकसान की तरफ समारोह का खास आकर्षण है। इसके ध्यान आकृष्ट कराती है और हमें उसे आलावा फिल्म सेकेंड हैंड लाइफ में बिटेशों रोकने को प्रेरित करती हैं। राज्य सरकार के मारत में आ रहे इलेक्ट्रानिक कबाड़ के



The Bengal Post

2

December 05, 2012

Green film fest sees huge turnout on Day I

OUR CORRESPONDENT

The first set of film screenings of Vatavaran – a five-day film festival and forum on biodiversity conservation, saw an unexpectedly large turnout at each of the three venues where a total of 12 films were screened throughout the day. Most of the visitors were glued to their chairs during the screenings that lasting for one-and-a-halfhours. Four short-films were shown at each venue.

Of the eight venues across the city that will be screening a total of 30 award-winning films till December 7, on Tuesday Surendranath College, West Bengal Pollution Control Board (WBPCB) and Satyajit Ray Film and Television Institute (SRFTI) were the three venues where students and environmentalists came together to witness the dilapidating condition of biodiversity across the world.

"Not only did the films depict the degree of exploitation man has inflicted upon natural resources but also emphasised the necessity to conserve biodiversity," said Malini Choudhury, law student at Surendranath College, where the screenings began at 10.00 am. Films like Amongst Tigers and Elephants, a 25-minute documentary for Prasar Bharati by the Bedi Brothers and Peter McBride's 18-minute long Chasing Water, were screened here before the next set of screenings that commenced at WBPCB at noon.

At WBPCB, where at least one screening will take place every day during the festival, World Wildlife Fund's *The Jungle Gang Meets the Rhino* by Shankar S was screened along with three other prominent films.

"Shankar has been promoting biodiversity conservation for years and his work display hard-hitting truths about the deteriorating condition of the environment as well as wildlife. I am glad that this was one of the films to be shown to the youth. It is an inspirational piece of work," said Sundeep Srivastav, senior festival manager.

Screenings at the third venue SRFTI began at 6 pm and the auditorium was packed as most of spectators were film students. "Santosh Pednekar's *Crumple* not only delves into the issue of environmental degradation but the techniques in the film are remarkable. Same goes for Christian Baumeister's *Amazon Alive*. We usually have the evenings to ourselves and I am thrilled that I did not have to rearrange my schedule to watch the films," said Ashim Paul, direction student, SRFTI.

With the aim of reaching out to people about saving the environment through this film festival, Vatavaran has adopted a two-year format for the past 10 years.

Every alternate year, a competition is organised where the best of environmental short-films from across the world are selected and the following year, the same films are screened at various destinations across India to spread environmental awareness amongst citizens.



Rajasthan Patrika

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December 05, 2012





The Bengal Post

2

December 06, 2012

Sunderbans biodiversity back to normal: Experts

OUR CORRESPONDENT

As part of Vatavaran, the first film festival and forum on biodiversity conservation, a panel discussion was organised to discuss the environmental development after Cyclone Aila hit the Sunderbans and other areas in May 2009. Though the central government sanctioned ₹5,500 crore to rebuild the embankment of the world's largest estuarine forest at the cost of relocating the locals of the Sunderbans, the locals refused to move out but offered to be a part of the restoration process.

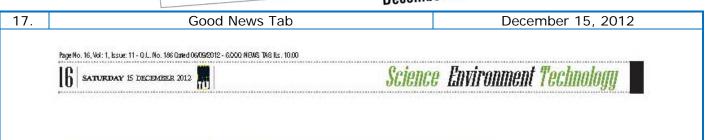
"When the locals refused to be relocated, we designed a development module whereby not only would the Sunderbans be restored but the extensive biodiversity could also be conserved," said environmentalist A K Ghosh. Through the work of the Sunderbans board, seven to eight departments of the state government, private agencies and over a 100 NGOs, the input cost of the organic rehabilitation was reduced, ecological benefits provided, net farm income sustained and agro biodiversity was nurtured.

"Cyclone Aila caused the salinity level of the water to increase and hence the locals lost the primary source of their income. The 5.1 million residents of the 55 islands of the Sunderbans did not know how to sustain themselves despite the diverse flora and fauna found in the Sunderbans," said Anurag Danda, an environmentalist with the World Wildlife Fund.

As part of rehabilitating the locals and simultaneously conserving biodiversity, over two-and-a-half years and across 2,000 hectares, 30,000 community members from 108 villages successfully planted 41 lakh saplings. These saplings would produce seeds that would keep the farmers from purchasing commercialised grains and hence create a seed bank of their own.

By involving community members in the project, men and women were empowered alike and the bio-reserve was strengthened. "Apart from conserving the biodiversity, community models and sustenance models help to integrate biodiversity. For instance, if the vast 6,000-hectares span of mangrove forests along the coastal border secured a land inhabited by the people during natural calamities like Cyclone Aila, their houses, farms and businesses will also be saved," Ajanta Dey, the president of Nature Environment Wildlife Society.







Silver screen, **Green issues**

At the five-day CMS Vatavaran Film Festival, the first of its kind in the country, filmmakers bring to light environmental concerns from across the globe, reports **Dhritiman Ray**

n 2008, Pete McBride, an American photojournalist, setout to trace the journey of the American Nile – the mighty Colorado River. As a kid, he was in awe of the niver that flowed beside his family ranch in a central Colorado district. Along with his friend, Jonathon Waterman, a former National Geographic Channel photographer, McBride followed the niver from its origin in the Rocky Mountains to the Cortex Sea, a more than 2, 300km-long

journey. A painstaking five-month journey on raft, through air and by foot later, McBride was reeling under what he discovered. The Colorado's water which breathes life into seven states and major cities such as Las Vegas — is fractured by the gigantic Hoover Dam and deposition of silt, and is poisoned with industrial and human waste. McBride was equally astonished to find Las Vegas, a city unparalleled in grandeur, paying its residents to replace the grass on their lawns with desert shrubs, so that the local, native flora doesn't drain the underground water, unlike the omamental grass.

CREEN FILM FESTS

- INTERNATIONAL ENVIRONMENTAL FILM FESTIVAL (FICMA), BARCELONA, SPAIN
- TORONTO ANNUAL ENVIRON MENTAL FILM FESTIVAL, CANADA
- ENVIRONMENTAL FILM FESTIVAL IN THE NATION'S CAPITAL, WASHINGTON DC, USA
- REEL EARTH FESTIVAL, NEW ZEALAND
- SAN FRANCISCO OCEAN FILM FESTIVAL, USA
- INTERNATIONAL ENVIRONMENTAL FILM AND VIDEO FESTIVAL OF SERRA DA ESTRELA, SELA, PORTUGAL

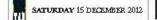
As he reached the confluence, he found the river reduced to large mares of concrete canals, its bed growing into a desert. He discovered a shocking truth the river that had been flowing to the Sea of Cortez for over 6 million years, since 1998, stops before reaching the sea. McBride's award-winning 12-minute

McBride's award-winning 12-minute documentary, Chasing Water, unearbs the wretched state of the Colorado River. The picture is the same for rivers around the world. While conservationists, scientists and governments try to address water issues in their own ways, documentary makers help by spreading awareness through films. In zoto, Sushmit Ghosh and Rintu

In 2010, Sushnit Ghosh and Rintu Thomas, then students of Mass Communication in Jamia Milia Islamia University, directed and produced *The Miracle Water Village*, a 12-minute film on rainwater harvesting in Hiware Bazaar village in Ahmad Nagar district, Maharashtra. In the Sinties, scanty rainfall and the village's reduced water levels — thanks to boring—aggravated farmers' problems, which included cultivating in rocky terrains. Farmer Yadav Bada Thange's story is typical of life in the



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village. Now in his sixties, Thange, who had 15 acres of farmland, was forced to migrate to Mumbai in 1965 and live as a daily wager.

It all changed in 1989, when the village panchayat decided to trap and divert rainwater to the fields. Underwater boring was banned, and this helped raise the water levels. Ten years later, there were four harvests in summer alone.

Ghosh and Thomas' documentary, made as part of their UK Fellowship programme, impressed critics and conservationists everywhere. The film was aired on the National Geographic Channel in June 2010 and screened at the UN Convention of Ginsate Change, Cancun, Mexico in 2010. It brought to light the people's efforts to develop a sustainable model. "We don't know why nobody actually made a film on

them, "Ghosh says. But, Ghosh and Thomas are not alone. Every Every year, hundreds of Indian filmmakers bring burning environmental issues to light. And, in the process, they brave many challenges. Ghosh and Thomas took over six months to finish the project, which involved extensive travelling and meeting many people. "Making documentaries (is) tougher than making films," Ghosh opines. Where Ghosh and Thomas use a soft.

approach in narrating their story, Sourav Sarangi tries an aggressive outlook Sarangi's Bhangon is a one-minute film on the erosion of the banks of the Padma river. The film captures the wrath of nature and the affected people's rage against the government.

Documentary is about reality, not a reality show," says Sourav Sarangi to Tehelka. Sarangi is a former Presidency College and Film and Television Institute of India (FIII), Pune, graduate. His films such as Bilal, Char-The Island Within, have been lauded at international film festivals, such as at the Locarno Open Door Festival, 2011 and the Dubai International Film Festival, 2012. Bhangon earned Sarangi the Best Director's Award at the Madurai International Documentary and Short Film festival in 2007 and the prestigious Film South Asia award in 2007.

"Not much work has been done on water, although it is a burning issue worldwide. Since 2007, WestBengal has witnessed mass movements [for] land. The day is approaching when there will a worldwide movement on water, which will inspire filmmakers to make more films on this issue," says Shyamal Karmakar, the Head of the Department. of Editing, Satyajit Ray Film and

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THE DAY IS

APPROACHING WHEN THERE WILL BE A WORLDWIDE MOVEMENT ON WATER, WHICH WILL INSPIRE FILMMAKERS TO MAKE MORE FILMS ON THIS ISSUE

SHYAMAL KARMAKAR

Television Institute (SRFTI), and Sarangi's classmate at FTIL. Karmakar is making a film on the lesser-known rivers of Bengal that are headed towards extinction

It may come as a surprise, but a hand-some number of films are made by Indian filmmakers each year on water. Tarini Manchanda's Groundwater Up

(2010) focuses on the depleting water resources in Delhi. Several documentaries have been made on burning issues such as the Narmada Movement (A Narmada Diary by A Patwardhan, Narmada Rising by Tarini Manchanda) and the infamous Bihar floods of 2008, caused by the swelling of the Kosi River (Ko si Katha — The Making of a Famine by Jan Madhyam), but these have failed to reach the masses. "Unlike in other countries, documentary makers in India sufficial under scarce budgets. This compromises the quality of their films and hampers the dissemination of their work," Ghosh says.

Even though documentary filmmakers lack financial and technological muscle, unlike Bollywood, they leave no stone unturned to reach the masses. Their films are screened at various educational institutions, corporate events and government organisations. Moreover, their films are uploaded to prominent social Hims are uploaded to prominent social networking sites such as Facebook and YouTube. "The Miracle Water Village has over 50,000 views," Ghosh says. "The film was used as a resource, as an advocacy tool by organisations," Ghosh clarifies. "Screening our films at festivals with the such as the set of the set of the set." is the best platform for us. But every major festival demands hefty entry fees. We need new and bigger platforms to

Sushmit Ghosh and Rintu Th

Suphrait Sheek and Runku Tharman crocked The Advance Minter William, a desamantary on relevants herveging in Maternahime alling in Maharaahim

reach out to the people," he says. Karmakar too blames the absence of a platform where films can be presented. The absence of glamour makes the investors and the audience reluctant. People [need to] understand that small films contain even bigger stories," he says. The CMS Vatavaran Film Festival is one such platform that provides the essen-tial push to this genre. What started as an endeavour in 2002 to save nature has evolved into a dedicated film festival on environment, the first of its kind in India. The festival was recently hosted in Kolkata, and screened over 30 films (including Chasing Water, Bhangon and The Miracle Water Village) by eminent and amateur filmmakers from across the world.

"Back in 2002, a study by our team found that India does not make good films on environment," says Priya Verma Taylor, the festival coordinator. The inaugural festival was launched in Delhi in 2002 and the first edition received 100 entries. However, the festival soon went travelling so it could reach a wider audience. This year, the festival has toured Jaipur, Dehradun, Hyderabad and Panaji. In Kolkata, the five-day festival stayed away from conventional theatres and, instead, was screened across educa-tional institutes such as Surendranath College, SRFTI, Loreto School for Girls and the Ashok Hall Girls' School. That apart, seminars and interactive sessions were organised at the West Bengal Pollution Control Board auditorium. The organisers also encourage awareness among people outside the regular social set-up. 'In the Jaipur edition, we screened our films for inmates of the

Jaipur Jail," Taylor says. Director of The Miracle Water Village, Ghosh, feels that a confluence of filmmakers and experts from around the world can help support the movement. "It offers amateur filmmakers (a) plat-form ... and ... exposes Indian filmmakers to new technologies," he says. Karmakar adds, "The festival was not

something where theatres were overflow-... But, still, it was praised."

ing ... But, still, it was praised." Year 2012 marks 100 years of Indian cinema. As the megastars of Bollywood dance top op ular times at glossy award cer-emonies and movie lovers savour the delight of back-to-back film festivals such as KFF (Kolkata International Film Festival) and IFFI (International Film Festival of India), movie malers file Ghosh and Sarangi continue to make documen-taries on global issues, far from quietly eluding the glittening world of the silver



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INTERNET MEDIA COVERAGE

18. http://blogs.nature.com/indigenus/2012/11/green-films-for-the- November 28, 2012 masses.html

Nature India | Indigenus

Green films for the masses

28 Nov 2012 | 11:42 GMT | Posted by SubhraPriyadarshini | Category: Art of Science, Environment, Wildlife

Films on environment and wildlife have come a long way in India in the last decade. Celluloid seems to be quite a medium of choice to take the message across. The film making format has also seen a change with many film makers changing over to new ways of storytelling.

However, documentary films screened at environment and wildlife film festivals, viewed by select audiences most of whom are already aware of the issues, do not somehow seem to go beyond that mandate. Yes, the challenges to cross over to the other side, the mainstream, and be seen by the masses are many — no one goes to a movie theatre to be preached, they go there for entertainment.



Is there a middle path for environment & wildlife film makers? A

still from 'Life of Pi'.

Life of Pi movie/Flickr

At the other end of the spectrum are big budget movies such as 'Life of Pi', which every middle class and upper class household in India worth its salt went to check out last weekend. The movie taught children a thing or two about animal behaviour and survival strategies (though many could scientifically challenge some of the films contents, specially the dream-like carnivorous island). Agreed that it takes one Ang Lee and truckloads of money to make such movies but the take home message here is the art of storytelling.

Is their a way of telling a story, beyond the documentary mode, that could perhaps make a movie much more 'mainstream'? Why don't more environment and wildlife film makers use innovative ways of telling stories? That, in no way, is intended to belittle the classic documentary format, which will forever continue to charm the more intellectually-oriented — the classes, as cinema lingo labels them. As for the masses, these festivals will perhaps need to reinvent themselves in form and tenor for people to sit up and take note.

The organisers of environment and wildlife film festivals seem to realise this and are struggling hard to reach their message across to more people every year.

One of the biggest film festivals in this genre in India — the multi-city traveling festival CMS Vatavaran that began in 2002 — boasted of 300 entries from 27 countries last year. It is still travelling this year with the theme 'biodiversity conservation' and is scheduled to screen films in the West Bengal capital Kolkata next week (December 3-8, 2012). Their theme was a good fit for Hyderabad's COP-11 to the Convention on Biological Diversity, where they hosted the 'International Biodiversity Film Festival' with more than 50 Indian and international films on biodiversity issues.

The organiserssay,"Ideals are abstract, but they are necessary, too. They can be transformed into a felt experience, but can get only as febrile as the passion that pushes it. The questions that provoked



us a decade ago remain."

Being screened in New Delhi next week is 'Quotes from the Earth' (December 6-7, 2012), an environment film festival organised by advocacy group Toxics Link and India International Centre, Delhi. It will have about 25 films from across the world, some of which are currently on show at the more mainstream film event 'International Film Festival of India (IFFI 2012) in Goa (November 20-30, 2012).

That brings us to films with overt or covert environment/wildlife themes being screened at the more talked about and attended IFFI, 2012. Of these films, just about a couple adopt the documentary-style story telling technique. While the Greek film 'Boy eating Bird's Food' is the story of a boy and a canary bird with insights into the bird's life, the Hebrew-Russian 'Igor and the Crane's Journey' is the story of a father and son tracing the journey of migratory birds from Russia to Africa. English film 'Salmon Fishing in the Yemen' is a visionary sheikh's passion for a peaceful pastime of salmon fishing and the 'Last dogs of Winter' tells the story of wild bears peacefully sharing a barren strip of coastal land with a large number of chained dogs during polar bear season in Manitoba, Canada. 'Fogo', featuring a small community in the Fogo island that is forced to leave as the tundras take over their habitats and 'More than Honey', a personal perspective of a beekeeper's grandson in Switzerland, are a couple of others to mention.

Adopting the documentary style are Elemental (by GayatriRoshan and Emmanuel Voughan-Lee) which narrates the journey of three people connected by their deep bond with nature and driven to confront some of the most pressing ecological challenges of our times, the Vidarbha farmer suicides story 'Cotton for my Shroud', and the self explanatory 'Himachal's Avian Paradise: Pong Dam Wildlife Sanctuary' and 'Mangroves: Guardian of the Coast'.

'Tiger Dynasty', a popular film in wildlife film circuit by director-producer-cinematographer S. Nallamuthu shows the life of a young tigress taken from her home in Ranthambore National Park and released in Sariska with the hope that she will raise a new dynasty there. The film maker has been filming the tigress ever since she was a cub and he reveals what challenges such displaced animals feel in their new environments. 'Char: the No Man's Land', is an account of environment refugees from India and Bangladesh.

GirishKasaravalli's national award winning film from 2002 'Dweepa' is also a refreshing entry — it deals with the issues of building dams and displacement of natives — with some master storytelling and camera.

I'm sure the issue has been debated in umpteen panel discussions, perhaps in these very film festivals, but it would be good to know what film makers in this genre think about marrying entertainment with hard-core information-packed story telling techniques? Is there a middle path for environment and wildlife messages? Infotainment, without dumbing down the message? What are the cult movies in this genre, according to you?

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 KOLKATA CMS Valavaran

 Biodiversity Film Festival and Forum
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 19.
 http://timesofindia.indiatimes.com/Film-Festival/speednewsbytopic/keyid-1666.cms
 November 29, 2012

 Image: Speednewsbytopic/keyid-1666.cms
 South and the environment and wildlife film festival to be held in becember in Delhi.

 By Syed Rizwanullah, Aurangabad 441 days ago
 Image: Speednewsbytopic/keyid for the film festival to be held in



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Kolkata, December 1, 2012

Film festival to focus on biodiversity conservation

Staff Reporter

A five-day 'Biodiversity Film Festival and Forum' being organised by the State Environment Department and CMS Environment -- a non-government organisation -- from December 3 aims to sensitise the youth of the city to conserve natural resources.

The festival started in July this year in Dehra Dun and will conclude in Kolkata. It was also held in Jaipur, Goa, and Hyderabad earlier this year.

Thirty films on the ecological diversity of our planet will be screened at eight venues across the city. A panel discussion on the challenges to biodiversity of West Bengal from climate change is organised by the West Bengal Pollution Control Board on December 5. "The theme of this film festival organised every alternate year by CMS Environment is 'Biodiversity' because the United Nations has declared 2011-2020 as the 'Decade of Biodiversity' and also because for the first time India hosted the Convention on Biological Diversity in Hyderabad in October," said Festival Coordinator, Priya Verma of CMS Environment.

"India was among the first in the world to have a Biodiversity Act in 2002 but we are facing alarming biodiversity loss. The aim of the festival is, among other things, permanently change the way we consume natural resources," she added.

"Films are potentially a strong medium to communicate with society and creating an effective medium to sensitize the young generation," said Chairman of the State's Pollution Control Board, Prof BinoyKantiDutta. "Public perception on biodiversity is quite vague so through films it will be easy to make people aware of conservation and sustainable use of the rich biodiversity," he added.

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21.	http://sanctuaryasia.com/events/upcoming-events/9056-7th- cms-vatavaran	December 1, 2012



7th CMS Vatavaran

December 3-8, 2012: CMS Vatavaran announces its 7th wildlife and environment film festival and calls for entries for the year 2012 from filmmakers from around the country. Themes concerning everything from sustainable urban planning to show casing the wilderness of the country.

Event details

Dates: December 3-8, 2012

Venue: Kolkata

Related info: http://www.cmsvatavaran.org/#

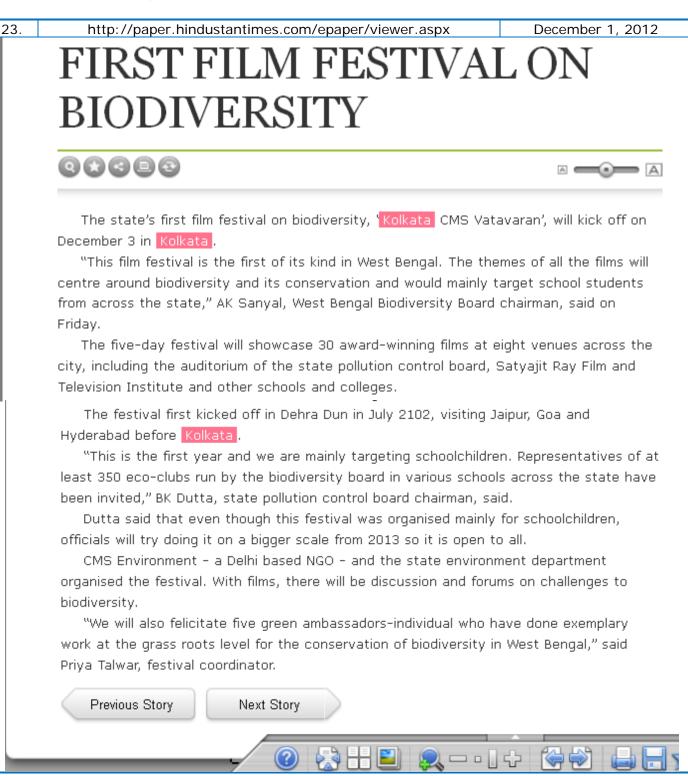
About the event

The 2012 CMS VATAVARAN film festival has a central theme of biodiversity. The organisers of the festival explain: "We chose this theme because public perception on biodiversity is quite vague. We have a hazy understanding of the multiplicity of species on Earth, little sense of how this diversity gives stability to life and provides ecosystem services to villagers as well as those living in cities. The situation in India is, indeed, ironic: this country was among the first in the world to have a Biodiversity Act in 2002. So focus must fall on why a country like ours faces alarming biodiversity loss. The impact is, sometimes, shocking to see. But to go beyond, we want discussion on possible solutions to ensure that the ecosystems of the planet continue to sustain human well-being in the future. "



















MEDIA COVERAGE

Internet Media Coverage

S No	Newspaper	Date			
1.	http://www.thehindu.com/todays-paper/tp-national/tp- andhrapradesh/fiveday-biodiversity-film-festival-in- hyderabad/article3976144.ece	October 8, 2012			
	THE				
Home News Opinion Sport Business Arts Life & Style S & T Education Health Hom					
TODAY'S PAPER » NATIONAL » ANDHRA PRADESH HYDERABAD, October 8, 2012					
Five-day biodiversity film festival in Hyderabad					
SPECIAL CORRESPONDENT SHARE · PRINT · T+					
	nd the rshini				
	52 films to be screened				
About 52 films will be screened as part of the festival. The Minister for I&PR, D.K. Aruna, will inaugurate the festival on October 8 at 9.30 a.m. Noted film-maker Sekhar Kammula and his team of actors from 'Life is Beautiful' will also be present, a press release said. MORE IN: ANDHRA PRADESH NATIONAL					



27 <u>http://www.goodnewstab.com/upload/issue/pdf/GNTab_11th_%20Issue.pdf</u> December 15, 2012

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SATURDAY 15 DECEMBER 2012

Science Environment Technology



Silver screen, **Green issues**

At the five-day CMS Vatavaran Film Festival, the first of its kind in the country, filmmakers bring to light environmental concerns from across the globe, reports **Dhritiman Ray**

n 2008, Pete McBride, an American photojournalist, setout to trace the journey of the American NBe – the mighty in awe of the river that flowed beside his family ranch in a central Colorado district. Alorg with his friend, Jonathon Waterman, a former National Geographic Channel photographer, McBride followed the niver from its origin in the Rocky Mountains to the Cortez Sea, a more than 2, 300 km-long journey.

journey. A painstaking five-month journey on raft, through air and by foot later, McBride was realing under what he discovered. The Colorado's water which breathes life into seven states and major cities such as Las Vegas — is fractured by the gigantic Hoover Dam and deposition of silt, and is poisoned with industrial and human waste. McBride was equally astartished to find Las Vegas, a city unparalleled in grandeur, paying its residents to replace the grass on their leavns with desert shrunds, so that the local, native flora doesn't drain the underground water, unlike the omamental grass.

GREEN FILM FESTS

- INTERNATIONAL ENVIRONMENTAL FILM FESTIVAL (FICMA), BARCELONA, SPAIN
- TORONTO ANNUAL ENVIRON MENTAL FILM FESTIVAL, CANADA
- ENVIRONMENTAL FILM FESTIVAL IN THE NATION'S CAPITAL, WASHINGTON DC, USA
- REEL EARTH FESTIVAL, NEW ZEALAND
- SAN FRANCISCO OCEAN FILM FESTIVAL, USA
- INTERNATIONAL ENVIRONMENTAL FILM AND VIDEO FESTIVAL OF SER RA DA ESTRELA, SEIA, PORTUGAL

As he reached the confluence, he found the river reduced to large mazes of concrete canals, its bed growing into a desert. He discovered a shocking truth the river that had been flowing to the Sea of Cortez for over 6 million years, since 1998, stops before reaching the sea.

the new mathead been nowing to the sea of Cortex for over 6 smillion years, since 1998, stops before reaching the sea. McBride's award-winning 12-minute documentary, Chasing Water, unearths the wretabled state of the Colorado River. The picture is the same for rivers around the world. While conservationists, scientists and governments try to address water issues in their own ways, documentary makers help by spreading awareness though films.

avareness through files. In 2010, Sushmit Ghosh and Rintu Thomas, then students of Mass Communication in Jamia Mila Islamia University, directed and produced The Mirade Water Village, a 12-minute film on rainwater barvesting in Hiware Bazaar village in Ahmad Nagar district, Maharashtra, In the Sinties, scanty rainfall and the village's reduced water levels — thanks to boring – aggravated farmers' problems, which included cultivating in rocky terrains. Farmer Yadav Dada Thange's story is typical of life in the



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Science Environment Technology

T SATURDAY 15 DECEMBER 2012

village. Now in his sixties, Thange, who had 15 acres of farmland, was forced to migrate to Mumbai in 1965 and live as a daily wager.

It all charged in 1989, when the village panchayat decided to trap and divert rain water to the fields. Underwater boring was banned, and this helped raise the water levels. Ten years later, there were four harvests in summer alone.

Ghosh and Thomas' documentary, made as part of their UK.Fellowship programme, impressed critics and conservationists everywhere. The film was aired on the National Geographic Channel in June 2010 and screened at the UN Convention of dimate Change, Cancun, Mexico in suito. It brough to light the people's efforts to develop a sustainable model. "We don't know why nobody actually made a film on them,"Ghosh says.

But, Ghosh and Thomas are not alone. Every year, hundreds of Indian filmmakers bring burning environmental issues to light. And, in the process, they brave many challenges. Ghosh and Thomas took over six months to finish the project, which involved extensive travelling and meeting many people. "Making documentaries [is] tougher than making films," Ghosh opines.

Where Ghosh and Thomas use a soft. approach in narrating their story, Sourav Sarangi tries an aggressive outlook. Sarangi's Bhangon is a one-minute film on the erosion of the banks of the Padma river. The film captures the wrath of nature and the affected people's rage against the government.

"Documentary is about reality, not a reality show," says Sourav Sarangi to Tehelka. Sarangi is a former Presidency College and Film and Television Institute of India (FIII), Pune, graduate. His films such as Bilal. Char—The Island. Within. have been lauded at international film festivals, such as at the Locarno Open Door Festival, 2011 and the Dubai International Film Festival, 2012. Bhangon earned Sarangi the Best Director's Award at the Madurai International Documentary and Short Film festival in 2007 and the prestigious Film South Asia award in 2007.

"Not much work has been done on water, although it is a burning issue worldwide. Since 2007, WestBengal has witnessed mass movements [for] land. The day is approaching when there will be a worldwide movement on water which will inspire filmmakers to make more films on this issue," says Shyanal Karmakar, the Head of the Department of Editing, Satyajit Ray Film and

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APPROACHING WHEN THERE WILL BE A WORLDWIDE MOVEMENT ON WATER, WHICH WILL INSPIRE FILMMAKERS TO MAKE MORE FILMS ON THIS ISSUE

........... SHYAMAL KARMAKAR

Television Institute (SRFII), and Sarangi's classmate at FTII. Karmakar is making a film on the lesser-known rivers of Bengal that are headed towards extinction.

It may come as a surprise, but a hand-some number of films are made by Indian filmmakers each year on water Tarini Manchanda's Groundwater Up

(2010) focuses on the depleting water resources in Delhi. Several documentaries have been made on burning issues tantes have been made on burning issues such as the Narmada Movement (A Narmada Diary by A Patwardhan, Narmada Rising by Tarini Manchanda) and the infamous Bihar floods of 2008, caused by the swelling of the Kosi River (Kosi Katha — The Making of a Ramine by Jan Madhyam), but these have failed to reach the masses. "Unlike in other countries, documentary makers in India suffocate under scarce budgets. This compromises the quality of their films and hampers the dissemination of their work." Ghosh says.

Even though documentary filmmakers lack financial and technological muscle, unlike Bollywood, they leave no stone unturned to reach the masses. Their films are screened at various educational institutions, corporate events and gov-ernment organisations. Moreover, their ernment organisations. Moreover, their films are uploaded to prominent social networking sites such as Facebook and YouTube. "The Mirocle Water Village has over 50,000 views," Ghosh says. "The film was used as a resource, as an advocacy tool by organisations," Ghosh clarifies. "Screening our films at festivals is the hest nationm for us. But every is the best platform for us. But every major festival demands hefty entry fees We need new and bigger platforms to



Suchraft Sheek and Rinku Themes created The Attracio Micher Wileys, a desamentary on relevantur hervesting in Mahareshire

reach out to the people," he says. Karmakar too blames the absence of a platform where films can be presented. The absence of glamour makes the investors and the audience reluctant. People [need to] understand that small films contain even bigger stories," he says. The CMS Vatavaran Film Festival is one such platform that provides the essen-tial push to this genre. What started as an endeavour in 2002 to save nature has evolved into a dedicated film festival on environment, the first of its kind in India. The festival was recently hosted in Kolkata. and screened over 30 films (including Chasing Water, Bhangon and The Miracle Water Village) by eminent and amateur filmmakers from across the world.

"Back in 2002, a study by our team found that India does not make good films on environment," says Priya Verma Taylor, Taylor, the festival coordinator. The inaugural festival was launched in Delhi in 2002 and the first edition received 100 entries. However, the festival soon went travelling so it could reach a wider audience. This year, the festival has toured Jaipur, Dehrachun, Hyderabad and Panaji. In Kolkata, the five-day festival stayed away from conventional theatres and, instead, was screened across educational institutes such as Surendranath College, SRFTI, Loreto School for Girls and the Ashok Hall Girls' School. That apart, seminars and interactive sessions were organised at the West Bengal Pollution Control Board auditorium. The organisers also encourage awareness among people outside the regular social set-up. 'In the Jaipur edition, we screened our films for inmates of the

Jaipur Jail," Taylor says. Director of The Miracle Water Village, Ghosh, feels that a confluence of filmmakers and experts from around the world can help support the movement. "It offers mateur filmmakers [a] plat-form ... and ... exposes Indian film-makers to new technologies," he says. Kamaker adds, "The festival was not something where the attres were overflow-

ing ... But, still, it was praised." Year 2012 marks 100 years of Indian

cinema. As the megastars of Bollywood dance top op ular times at glossy award cer-emonies and movie lovers savour the delight of back-to-back film festivals such as KFF (Kolkata International Film Festival) and IFFI (International Film Festival ofIndia), movie malers like Ghosh and Sarangi continue to make documen-taries on global issues, far from quietly eluding the glittening world of the silver

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