



## PRESS RELEASE

### **Agra CMS VATAVARAN inaugurated at a gala ceremony**

*The first ever green film festival in the heritage city of Agra was inaugurated at Dr B R Ambedkar University.*

**Agra, March 26, 2015:** The Agra CMS VATAVARAN – International Environmental Film Festival and Forum started today with a gala inaugural ceremony at J P Sabhagar, Khandari Campus, Dr B R Ambedkar University. **Prof Mohd Muzammil, the Vice Chancellor of Dr B R Ambedkar University**, who was the Chief Guest, declared the festival open. The Hon'ble Vice Chancellor in his eloquent speech explained the inter connections between society, economy and environment. He elaborated on the need for a balanced and sustainable development policies and practices. Addressing the students, the Vice Chancellor also explained in very simple terms what is environment, its various components and its relationship with us. He also complemented and thanked CMS VATAVARAN for bringing this platform of partnership for environment, to Agra.

The festival began with a lamp lighting ceremony by all the eminent dignitaries present on the occasion. **Ms P N Vasanti, Director General of Centre for Media Studies (CMS), New Delhi** welcomed the august gathering. In her welcome address she said "It's a pleasure to bring this internationally acclaimed travelling festival to the heritage city of Agra. Through award winning green films, and activities like cleaning drives and competitions, this festival will showcase the citizen and government concern for their Vatavaran. We have taken this platform and award winning films to more than 40 cities across India, creating a network of environmentally concerned citizens and organizations."

The J P Sabhagar auditorium was packed with students and faculty of various schools, colleges and institutions. Also present were a large number of environment activists and media professionals. On this occasion, "Pristine Water", a sixteen minute film in English by Niyati Sengar and Amaresh Kumar Singh was screened as the inaugural film of the festival. The film, "Pristine Water", narrates the story of Yamuna through the people whose lives are organized around it.

**The highlight of the inaugural ceremony included felicitation of Mr Ambar Vishal as the Green Ambassador from Agra.** He was awarded for his initiatives for promoting community-tourism, eco-friendly attitudes and practices among children and women, safe sanitation practices and waste re-use in UP.

Present on the occasion was the **Guest of Honour, Shri Sharat Chandra, District Governor, Rotary District 3110.** Shri Chandra in his address commended the efforts of CMS VATAVARAN in promoting environmental awareness through the medium of films and assured all possible support of Rotary in this endeavour.



A special talk was presented by **Shri Brij Khandelwal**, who is an eminent conservationist, on the river Yamuna and the Taj Mahal. In his address, he said, “Yamuna is not a plain water body or river, it’s a treasure house of architecture, faith, romanticism and culture. Its rich history as *Jeevan Daiyani* is well documented; however, it is now not understood or preserved that is why it is a *naala* today.” He reiterated the importance of Yamuna for the Taj Mahal and emphasized the need for it to have flowing water.

The vote of thanks was addressed by **Dr Mukul Srivastava**, Associate Professor, Department of Social Work, Institute of Social Sciences, Dr B R Ambedkar University.

Saving the Ganga, an award winning film by environment conservationist, journalist and filmmaker, Bahar Dutt was also screened at Jubilee Hall, Paliwal Campus, Dr B R Ambedkar University. The screenings were attended by invited dignitaries, officials representing various departments, students, teachers and the public.

The three day film festival will be hosting film screenings, a slogan writing competition and a cleaning drive in Agra across 7 other venues. A total of 19 award winning and nominated films will be screened across prominent venues during the festival at J P Sabhaghar (Khandari Campus, Dr B R Ambedkar University), Jubilee Hall (Paliwal Campus, Dr B R Ambedkar University), Central Jail, Agra Cantonment and Café Sheroes Hangout.

**The highlights of tomorrow’s programme (March 27, 2015):**

<b>March 27 (Friday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Venue</b>
07:00 am - 09:00 am	<b>Cleaning Drive – Shaheed Smarak</b>	<b>Sanjay Place, Agra</b>
09:00 am - 10:00 am	<b>Greeny the Great</b>   Non-verbal   00:06:00   Dhananjay Bhopale <b>Corbett’s Legacy</b>   English and Hindi   00:35:45   Naresh Bedi	<b>Queen Victoria Public School</b>
10:15 am - 11:15 am	<b>The Jungle Gang Meets the Tiger</b>   English   00:17:00   Krishnendu Bose <b>Mere Bacchon ko Kisne Maara? (Who Killed my Children?)</b>   Hindi   00:10:52   Anil Yadav	
11:30 am - 12:30 pm	<b>Green Ganesh Festival</b>   English   00:25:49   English, Konkani and Marathi   Raviraj Chandrakant Naik <b>The Thirsty Crow</b>   Hindi   00:07:00   Snehasis Das	
12:45 pm - 01:45 pm	<b>Rolling Dunes of Thar (Wild Adventures - Ballooning with Bedi Brothers)</b>   Hindi	



	00:25:23 Naresh Bedi <b>A Story?</b>   Non-verbal   00:08:00 Laxmikanta Jena	
10:30 am - 11:30 pm	<b>The Antarctica Challenge: A Global Warning</b>   English   00:52:00   Mark Terry	<b>Jubilee Hall Dr B R Ambedkar University, Paliwal Park Campus</b> <i>(For students of various Colleges)</i>
12:00 noon - 01:00 pm	<b>The Moor</b>   English   00:50:00   Jan Haft	
01:30 pm - 02:30 pm	<b>Tiger Dynasty</b>   English   00:58:00   S Nallamuthu	
03:00 pm - 04:00 pm	<b>People of a Feather</b>   English   00:53:21   Joel Heath	
03:00 pm - 05:00 pm	<b>Slogan Writing Competition (English &amp; Hindi)</b>	<b>Department of Social Work Institute of Social Sciences Dr B R Ambedkar University Campus</b>

**ABOUT CMS VATAVARAN :** Initiated in the year 2002 by CMS, CMS VATAVARAN – India’s premier environment and wildlife film festival and forum is aimed towards enhancing understanding, appreciation and shift in attitudes towards the natural world and to increase space for environmental issues in mass media and evolve a nationwide environment outreach framework. The festival reaches out to people from all walks of life including filmmakers, civil society groups, government organizations, environmentalists, researchers, conservationists, policy makers, activists, public and private sector organisations and students of all ages and is recognised as a calendar event amongst filmmakers, environment, wildlife and conservation sector. Its unique twin track approach of organising competitive and traveling film festivals and environment forum has positioned it as one of the most prestigious film festivals across the globe. Till date 39 festivals have been organised in 30 cities of India. The travelling festivals are organised in state capitals and other important towns and cities.  
[www.cmsvatavarana.org](http://www.cmsvatavarana.org)

**For more information, please contact:**

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