### FIRST EVER BIODIVERSITY FILM FESTIVAL AND FORUM IN AMRITSAR

### NOVEMBER 03 – 05, 2014 (MONDAY – WEDNESDAY)

### 5,000 participants, 24 films, 12 partners, 09 venues, 1 platform

**Amritsar, Nov 03, 2014:** CMS VATAVARAN and Punjab State Council for Science and Technology in collaboration with Department of Botanical & Environmental Sciences, Guru Nanak Dev University, Amritsar, are organising the 6th edition of the much revered and nationally acclaimed CMS VATAVARAN, International environment and wildlife film festival and forum in Amritsar from November 03 – 05, 2014. The biodiversity film festival and forum will showcase best of green films in addition to a host of activities including a filmmaking workshop, panel discussion, open forum on biodiversity theme. The festival will be held across 09 venues with university, colleges, schools, Jail, and NGOs being the prominent locations where the programmes will be held. The theme of the Amritsar CMS VATAVARAN is mainstreaming biodiversity at different levels to promote living in harmony with nature.

“Amritsar CMS VATAVARAN is a people’s festival on biodiversity to enhance understanding, appreciation and shift in attitudes about the natural world and its conservation through films and forums” says P N Vasanti, Director General, CMS.

**INAUGURAL CEREMONY**

**03:00 pm onwards, Monday, November 03, 2014 at G N Bhawan Auditorium, Guru Nanak Dev University, Amritsar**

The 03 day long festival is all set to open with a glittering inaugural ceremony at the Guru Nanak Dev University Campus, AMRITSAR on November 03 evening. Chief Guest Shri Anil Joshi, Hon'ble Minister of Local Government Medical Education and Research, Punjab, Guest of Honour Shri Bakshi Ram Arora Mayor of Amritsar, Special Invitee Dr Satnam Singh Ladhar Additional Director – Environment, PSCST, Chandigarh will declare the film festival open. Ceremony will be presided over by Dr Sharanjit Singh, Registrar, GNDU The main highlights of the first ever biodiversity film festival and forum in Amritsar are:

* Felicitation of Green Ambassadors: Green Ambassadors of Amritsar will be facilitated in the inaugural programme. Two Green Ambassadors from Amritsar will be felicitated for their selfless services for creating and conserving environment in their respective areas.
* Screening of inaugural film: The film “Jalkhet”, a 25 minutes film by Anjali Nayyar will be shown as the opening film of the festival. The film brings into focus on the water crisis. And how this crisis is affecting the farmers. The film is also nominated in the Water for Life Category of CMS VATAVARAN 2013.

**INDIAN AND INTERNATIONAL FILMS**

It's going to be an eventful journey during the course of these fun filled three days that would take the people into the diverse geographical realms of our planet, through the lens of some of the finest environment and wildlife filmmakers. A total of 24 films will be screened across 09 venues during the festival i.e. 2 Schools, 1 University, 3 Colleges, 1 Jail, and 2 NGOs.

**VENUES:**

* Guru Nanak Dev University | D A V College of Amritsar | Hindu College | Swami Sayanand College of Management and Technology | G D Goenka School | D A V Public School | All India Women’s Conference | [All](http://www.lfpondichery.net/) India Pinglawara Charitable Society | Central Jail

**OTHER PROGRAMME HIGHLIGHTS!**

* **On November 03, 2014** D A V Public School is organizing a formal inauguration for the film screenings in the evening from 06:30 pm onwards in their campus. This ceremony includes a cultural programme and a inaugural film The Tiger. They’re All Dead of 15 minutes. From the next day film screenings will be open for students. Special screenings for all the Amritsar parents will be organized in the evening slot from 04:00 pm to 05:00 pm. G D Goenka School is has invited around 60 schools of Amritsar surrounding areas to attend the film festival in their own campus, whereas
* **November 04, 2014** will witness the 02 inaugural ceremonies of film screenings at G D Goenka School and D A V College of Amritsar. Films When Every Drop counts of 15 minutes by Rishu Nigam and The Tiger. They’re All Dead of 15 minutes by Reema Sengupta will be screened during the inaugural ceremonies in respective school and college. 09:00 to 10:00 am ceremony will be at G D Goenka School and from 11:00 am to 12:00 noon film screenings open ceremony will be for college students and their parents at D A V College of Amritsar.
* **Panel Discussion on Inland Waters and Wetlands Biodiversity of Punjab (Nov 04):** 11.00 - 01.00 pm at G N Bhawan Conference Hall, Guru Nanak Dev University.
* Around 60 schools of Amritsar will be getting opportunity to watch these national and international award winning films at G D Goenka School. Other film screenings will be held at Guru Dev Nanak University, D A V Public School, Swami Satyanand College of Management and Technology and All India Women’s Conference.
* **November 05, 2014: Green Filmmaking workshop:** 09.00 am – 05:30 pm | G N Bhawan Conference Hall, Guru Nanak Dev University. Apart from this workshop film screenings will be held at G D Goenka School, D A V Public School, Guru Dev Nanak University, D A V College of Amritsar, Hindu College, All India Pingalwara Charitable Society and Central Jail.

**PARTNERS**Amritsar CMS VATAVARAN is being organised with active support from our partners. ICICI Bank is the India Principal Partner and supporting CMS VATAVARAN for organizing its 6th traveling edition in 5 cities across India in 2014 i.e. Puducherry, Amritsar, Agra, Raipur and Gangtok. Punjab State Council for Science and Technology, Chandigarh is the State Associate Partner. The festival is being collaborated by Department of Botanical and Environmental Sciences, Guru Nanak Dev University. D A V College of Amritsar is the Knowledge Partner of the festival. This festival is supported by Ministry of Environment & Forests, Govt of India.

**The following organizations and academic institutes are supporting us as the Environmental Education Partners:**

G D Goenka School | D A V Public School | Hindu College | Swami Satyanand College of Management and Technology | All India Women’s Conference | All India Pingalwara Charitable Society | Central Jail.

**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.

*For more information, please contact:*

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| **Sundeep C Srivastav, Head Coordination** – CMS VATAVARANM: 91 9899979169 **I** sundeep@cmsindia.org Sundeep.cms@gmail.com| [www.cmsvatavaran.org](http://www.cmsvatavaran.org) | **Dr Adarsh Pal Vig**M: 9417062796 | adarshpalvig@yahoo.co.in |