

# 7<sup>th</sup> CMS VATAVARAN International River Festivals 2016

MUSI | NETRAVATI | BRAHMAPUTRA | MULA-MUTHA | SABARMATI | GANGA | KAVERI

TRAVELLING

CMS VATAVARAN Environment and Wildlife International Film Festival & Forum is a green movement that uses the medium of films and forums to catalyze change in perception, policy and practice. Initiated in 2002, this film festival and forum is dedicated to promote awareness on contemporary environmental and wildlife issues by providing stakeholders an international forum to share their knowledge, network, conduct business and celebrate nature's diversity.

CMS VATAVARAN's uniqueness lies in its pan- Indian approach of reaching out to its stakeholders. The main competitive film festival which is organized in New Delhi then travels to selected cities based on the theme. The first travelling edition was organized in the year 2004 in Chennai, Coimbatore and Mumbai. Since then, this travelling film festival and forum has been organized in 40 Indian cities. Films from the competitive edition are taken to cities for screenings, and commensurate to the theme of the festival, discussions, workshops, eco- tours are organized in partnership with state government departments, NGOs, education institutions, etc. The travelling CMS VATAVARAN plays an important role in sharing the best of environment and wildlife films to a variety of audiences, and also highlighting local environmental issues in CMS VATAVARAN's wide network of policy makers, conservationists, journalists, etc.

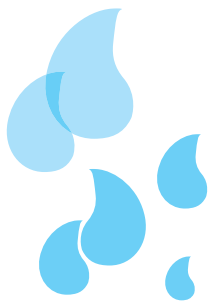
The format of the travelling edition has been effective in reaching out to a wide audience. In each city, the programmes are simultaneously organized in multiple venues. The emphasis lies in actively involving local stakeholders such as environment and wildlife departments, environment and wildlife conservationists, journalists, academicians and students.



In 2016, the travelling edition of CMS VATAVARAN is organizing International River Festivals dedicated to seven of the large and small rivers of India-

CITY	RIVER IN FOCUS
Hyderabad	Musi
Mangalore	Netravati
Guwahati	Brahmaputra
Pune	Mula-Mutha
Ahmedabad	Sabarmati
Allahabad	Ganga
Tiruchirappalli	Kaveri

The objective of these river festivals is to celebrate the importance of these rivers through various activities including films screenings, policy discussions and engaging activities like workshops, competitions, nature trail, cleaning drives etc. The focus of these river festivals is to delve into the various issues related to conserving and protecting these precious resources, like river pollution, biodiversity habitats, concretization of river banks and sustenance of the water flow and associated ecological flows. In each of the seven cities where the Traveling Festivals will be organized, there will be a conscious attempt to highlight the state of water resources in rapidly changing environment and the respective behavioural and policy change required to address the same.



[www.cmsvatavaran.org](http://www.cmsvatavaran.org)   

## IMPACT & LEGACY

CMS VATAVARAN awards the Green Ambassador title to an individual for their conservation work in an identified theme with an objective to recognize the efforts of local conservationists.



Sikkim Govt- Forest Minister Mr Lepcha felicitates Green Ambassador award, 2014



Mr Dr Thomas Chandy, PCCF, Forest, Env & Wildlife Deptt at Gangtok, 2014

Pollution Control Boards; Municipal Corporations and Councils; State Councils for Science and Technology; Forest, Environment and Wildlife Departments; etc have partnered with the film festival and forum.

Special screenings for jail inmates, defence and para-military forces are organized. Specially designed activities for under-privileged and special children have also been organized.

Participation of Head of states/ UTs, practitioners, local communities etc. has garnered more media attention.



Mr Ashok Gehlot, former CM of Rajasthan at Jaipur, 2012

Partnerships with regional media houses have enabled increased environment reportage on print and TV platforms

More than 500 organisations are connected today through this platform for knowledge sharing



Curated workshop on environment and wildlife filmmaking are organized for students in partnership with media/ filmmaking institutes



Wildlife Filmmaking Workshop at Shillong, 2010

Each travelling edition has a thematic focus for deliberation at the state levels. Some of the issues that have been discussed are biodiversity in Sikkim, River Yamuna, etc.



Cleaning drive by NYKS youth at Gangtok, 2014

Collaborations with academic institutions, youth groups such as NSS & NYK have helped build a network of more than 500000 youth in India

