**Prithvi Awards for outstanding contribution to environment filmmaking and conservation**

*The sixth Prithvi Ratna Award and the first ever Prithvi Bhushan Award was announced today at a press meet.*

**New Delhi, October 10th, 2015**: CMS VATAVARAN’s top awards- Prithvi Awards were announced at a press meet today.

The coveted CMS VATAVARAN Prithvi Ratna Award has been given since 2003 by CMS VATAVARAN to eminent filmmakers for their 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. Previous Awardees of Prithvi Ratna have been Mike Pandey, Naresh Bedi, Shekha Dattatri, Krishnendu Bose and Ashish Chandola.

The winner of the 2015 Prithvi Ratna Award is Mr Himanshu Malhotra. Himanshu Malhotra, is a documentary filmmaker specialising in environment and wildlife filmmaking. Over the years, Malhotra has emerged as an expert director and cameraperson and is considered an authority in conservation, ecology and health issues. His film on animal rights has been internationally acclaimed. This film earned him the Rishab award. His footage on circus animals was used in the campaign to ban the use of animals in circuses in India and was part of a film done by the BBC. He has also emerged as an international cinematographer and has shot for Micheal Tobias for his films entitled "Third World War" and "India 24 hours" and also for the Royal society for the Prevention of Cruelty to Animals (RSPCA) England.

Initiating the first ever lifetime achievement award in the Prithvi Bhushan is YES BANK. And the 2015 CMS YES BANK Prithvi Bhushan Award is conferred to Mr Anupam Mishra. He is a journalist, environmentalist, and water conservationist who works on promoting water conservation, water management and traditional rainwater harvesting techniques. The CMS YES BANK Prithvi Bhushan Award has been awarded to Mr Mishra for his works on promoting water conservation, water management and traditional rainwater harvesting techniques are unprece dented. Also, his publications on the work of communities organising themselves, to harvest and manage water, continue to inspire several individuals to take up work on setting up and reviving such time-tested water harvesting systems.

“At YES BANK, we understand the need for a robust decision making paradigm and, new perspectives on financial management models and structured public private partnerships that can create effective solutions for climate change and environmental related policy concerns of the country. Partnering with CMS Vatavaran is part of our quest to catalyze sustainable development, after an extensive stakeholder consultation, for addressing over-riding environmental issues of our time, said Mr Rana Kapoor, MD & CEO of YES BANK.”

This Award will be given at the gala award ceremony on October 11th at the NDMC Convention Centre.

**About CMS VATAVARAN:** CMS VATAVARAN is not just a film festival celebrating the cinematic art of films but is a platform that enables **film as a tool and catalyst for creating impact**. CMS VATAVARAN remains resolute to encourage environment films and forums resulting **change in perception, practice and policy**. Since its inception in 2002, **7 competitive and 41 travelling festivals in 36 cities of 25 Indian states** have been organised. It has reached more than 500000 people directly. CMS VATAVARAN has now become a movement and inspired many organizations and individuals to use **films and film festivals as a medium to catalyse change.**

**For More Information log in at:** [**www.cmsvatavaran.org**](http://www.cmsvatavaran.org)

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For media related queries, contact: **Indira Akoijam, Email:** **indira@cmsindia.org****, Mobile: 9899979161**