**MoEF & CC adopts films as a medium of change**

*Ministry of Environment, Forest and Climate Change collaborates with Asia’s largest green film festival, CMS VATAVARAN for weekly film screenings on environment and wildlife.*

**New Delhi, May 15th 2015:** In a unique attempt to change people’s attitude towards environment and wildlife conservation, the Union Ministry of Environment and Climate Change is screening award winning environmental films in its premises. The film screening is part of a film festival that is being organised every Friday, **in collaboration with CMS VATAVARAN, Asia’s largest film festival on environment and wildlife.**

The film ‘Wind of Change’ that was screened this Friday portrays a farmer family in Kenya in their fight against the effects of climate change. The film follows a family as they try to adapt to the harsh conditions of drought and strong winds. Their desperate situation becomes increasingly worse as the much anticipated rainy season fails to arrive. ‘Wind of Change’ gives the effect of the drought a human face, and brings us close to the struggle that individuals need to overcome due to global climate change.

MoEF & CC as part of its environmental and wildlife awareness campaign have **identified four themes that will be in focus during the years 2015 and 2016, which includes aforestation, waste to wealth, pollution and plastic** **reduction**. To promote these issues, the ministry will be using award winning Indian and international films from CMS VATAVARAN, which now has a rich repository of environment and wildlife documentaries, animation and short films.

**The Ministry of Environment, Forest and Climate Change has been a Principal Partner of CMS VATAVARAN since its inception in 2002**. And this is for the **first time that the Ministry will be hosting film screenings at its premises for its officials.** The film screenings will be held every Friday from 5:30 pm at the MoEF & CC’s state of the art green building-Indira Paryavaran Bhawan. **The film screening is free and open to all.**

**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. It has created a strong network of Indian and International filmmakers, policymakers, academicians, research think tanks, environmentalists, journalists, students of all streams, defense & paramilitary forces and nature enthusiasts. **Till date, 44 festivals have been organised in 35 cities of India. The travelling festivals are organised in state capitals and other important towns and cities.** [**www.cmsvatavaran.org**](http://www.cmsvatavaran.org)

**For media inquiries, please contact-**

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