

**Name of the Centre** : **ENVIS Centre on “Communication & Electronic Media”**

**Host Organisation** : **Centre for Media Studies (CMS), New Delhi**

**Contact Person** :

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New Delhi- 110 017		

**Year of Establishment** : **1999**

## About Host Organization

Centre for Media Studies (CMS) is an independent multi-disciplinary research and development organisation. It was set up in 1991 with a view to tap and integrate various sources of information, analyse trends and initiate research into diverse areas. CMS has capabilities in the areas of Communication Research, Social Research, Public Opinion Surveys, Environment Research, Training and Advocacy. CMS works in the area of media awareness, evaluation and social development and promote environmental awareness in the country through focusing on communication and electronic media.

## Activities of the Centre

The CMS ENVIS Centre has identified various data-gaps and taken several initiatives to develop databases on different parameters. The centre has also initiated innovative programmes to highlight environmental concerns. The activities of the centre include Monitoring media – specially TV channels, Duplicate selected films, Select & catalogue relevant items, Develop a video library with preview facility, Network with organizations/groups collect feedback, strategies for need based, area specific, interactive environmental communication and Help media play eco-friendly and pro-active role. CMS ENVIS Centre’s “audio-video library with preview facilities” is functional. It has been developed by procuring CDs, video tapes. The video programmes are lent to be NGOs, educational and academic institutions, schools, ENVIS Centres, Eco-clubs and other organizations committed to use audio-visual programmes in their work. Would continue to duplicate the selected programmes and supply them to the users. (ENVIS Centres and organizations) on a ‘no profit’ basis.

The details of few initiatives of CMS ENVIS Centre are listed below:

- **Environment News Coverage Index** : The Centre has been indexing coverage of environmental

issues of local, national and international concerns from different newspapers & magazines. It is also available on its website.

- ◉ **Rapid Assessment Survey - How Green Print Media is? :** CMS ENVIS Centre conducted a survey for 45 days during January 2003 – February 2003 to track the print media and to find out the average percentage of coverage of environmental, health and hygiene compared with that of Business, Sports and Politics News. All the mainline newspapers were covered in the course of the study. Formats to collect the information were developed and the data on the daily basis was computerized.
- ◉ To assess the coverage, all the news items (Politics, Crime, Education, Climate/weather, Sports, Entertainment, International News, Environmental News, Health Hygiene & Business) were measured column by column in centimeters. The data was entered in the computer on daily basis. At the end of the study the data was collated and analyzed.
- ◉ **Directory of Film Makers**
  - ◆ Developed a directory of Environmental and Wildlife Film Makers, which includes the background information such as area of specialization/interest, with a view to commission programme production at short notice as and when required.
- ◉ **ENVIS Centre Library**
  - ◆ A databank/inventory of the publications, reports, newsletters, books etc. published recently on communication and electronic media pertaining to environmental issues and concerns is available at ENVIS Centre and its website.
  - ◆ Collected books, educational material, videos, CDs and reports for storage retrieval and dissemination of environment related information.
  - ◆ The centre monitors, updates and compiles electronic media reports on environment and wildlife programmes.
- ◉ **Other Activities of the Centre**
  - ◆ For advocating the issues of environment and wildlife concerns in media the centre has organized green film festival and the details are given below:
  - ◆ **“Vatavaran 2002” - India’s First National Environment & Wildlife Film Festival** on 8th & 9th April 2002 at Siri Fort Auditorium to encourage concern and applaud excellence in environment and wildlife productions, and, thereby, raise public’s interest in specific issues concerning future of the Earth. Theme of the film festival is “Sustainable Environment through Films”. **The centre had also organized two workshops at the film festival.**
  - ◆ A Workshop for NGOs **“Use of Media in Environmental Campaigns & Education”:** Pro-active Voluntary Efforts.
  - ◆ For promoting environment through media the Centre organized screening of audio-visual

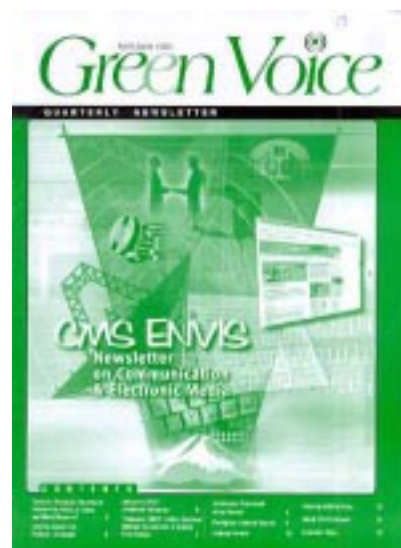
programmes for focus groups like school children, slum children, college youth and housewives. The screening in these schools was followed by interactive session with filmmakers.

- ◆ CMS ENVIS Centre has also been conducting small research studies to understand that such information need exists or not and how we can bridge these information gaps. Keeping this in view, these studies were conducted: (1) Environmental Awareness and Environmentally Beneficial Behavior” and (2) “Social and Environmental Impact of TV and Radio Programmes” - The survey was conducted among different income groups, school children, media personnel and Ministry of Environment and Forests officials.
- ◆ The centre has also facilitated Department of Environment, Govt. of NCT in getting 35 mm, slides of different environment issues (produced by the Ministry) for forwarding it to Cinema Halls in Delhi for screening at regular interval.

## ENVIS Publications

### ○ ENVIS Newsletter

- ◆ The Centre brings out quarterly Newsletter “**Green Voice**” from the year 2000, which gives an insight into the messages, quickies and discussion concentrating on communication and electronic media. The Centre has remodeled its newsletter “**Green Voice**” with a new look to provide updates and latest information in electronic media & environment.



## Services

### ○ Query Answer Services

- ◆ The service is being provided and continues. Average numbers of queries handled by the Centre per year are 175.

## CMS Website (<http://www.cmsindia.org/cmsenvis>)

- The website lists out activities of the centre. Links to Green Film Festival provides information on various environment related films festival, screened by different organizations and also weblinks given to media related issues. The website contains issues of Newsletters, forthcoming events, facilities available and Resource Centre in which details are given on TV & Radio guide, TV Channels, Advertising Agencies and News archives database.



## Future Plan

- The Centre has been indexing coverage of environmental issues of local, national and international concerns from different newspapers & magazines.
- Compiling list of audio/video studios in Delhi with the details of the facilities that can be availed.
- List of experts in media with their professional expertise.
- Developing an information checklist on the advertisement rates prevailing in AIR/TV Channels in different times.
- “Vatavaran 2003” - India’s Exclusive National Environment & Wildlife Film Festival

The centre is with support of MOEF, Govt. of India, is organizing “Vatavaran 2003” second year in succession. The festival promises to be entertaining with screenings of feature films, live action shots, experimental works and documentaries. Schools and other institutions business and corporate houses are closely involved in the festival. This year 154 entries have been received from all over the country.

As it promises to be educational, pre and post screening discussions, workshops, and panel discussions with filmmakers and environmentalists that put the screenings in their artistic, social and ecological contexts. The festival will be held at India Habitat Centre (IHC), New Delhi. At this festival, the creativity of film and video producers will be the catalyst for drawing out and focusing on our own creativity as individuals and as a society. We want people to leave feeling re-energized and hopeful about what they are doing, or can do, to make the world a healthier place.