CONTENTS

1.0 INTRODUCTION .............................................................................................................................................1

2.0 FILM FESTIVAL AND FORUM PROGRAMMES ..............................................................................................1

  2.1 Musi Riverfront Walk ...................................................................................................................................... 1

  2.2 SHAAM-e-MUSI (Cultural and Literary Meet) ............................................................................................ 2

  2.3 Other Initiatives organized During the Festival .......................................................................................... 3

3.0 CLOSING CEREMONY ......................................................................................................................................5

4.0 MEDIA ENGAGEMENT .......................................................................................................................................6
1.0 INTRODUCTION

Initiated in the year 2002, 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 travelling film festivals and environment forum has positioned it as one of the most prestigious film festivals across the globe. Till date 40 festivals have been organised in 30 cities of India. The travelling festivals are organised in state capitals and other important towns and cities.

Musi River International Film Festival held from January 19-25, 2017 (Thursday - Wednesday). The festival comprised of felicitation of green ambassador, Musi River Front Walk, Cultural and Literary Meet at the Musi River, Film Screenings and Discussions, and a closing ceremony. CMS VATAVARAN films touched the chords of the people with issues ranging from water conservation, environment awareness, wildlife conservation, marine biodiversity conservation and more.

2.0 FILM FESTIVAL AND FORUM PROGRAMMES

2.1 Musi Riverfront Walk: January 20, 2017 | 09:00 am - 11:30 am

Musi Riverfront Walk was organised on the banks of the Musi River. The walk was led by Mr. Vedakumar, Chairman of Children’s Film Society, Telangana and President of Forum for a Better Hyderabad. Media, City Planners, Architect, CSOs, NGOs, Activists, School and College students participated in the walk. More than 100 people took part in this informative walk. Activists and the City Planners talked about their role and governments role in developing the course of Musi. The walk ended with the pledge by the people present to conserve the river.
SHAAM-e-MUSI, a cultural and literary meet, was organized at the historic tamarind tree on the premises on Osmania Hospital, on the northern bund of the Musi River. It included performances by eminent musicians, poets and students. Shri. B.V. Papa Rao, Advisor, Government of Telangana was the Chief Guest. Mr. Sajjad Shahid, Chairman, Centre for Deccan Studies, Mr. Narendra Rai, eminent poet and Mr. Vedakumar, Chairman, Children’s Film Society, Telangana were also present. The event was moderated by Dr Anand Raj Verma.
2.3 Other Initiatives organized During the Festival

Film screenings were organized for the students at Ravindra Bharathi, Telangana State Pollution Control Board (TSPCB), Jawaharlal Nehru Technological University, Government City College and Telangana State Forest Academy.
Screening Schedule, Venue & Audience

- **January 19, 2017 (Thursday)**
  10:00 AM – 3:00 PM | Film Screening, Ravindra Bharathi

- **January 20, 2017 (Friday)**
  10:00 AM – 3:00 PM | Film Screening, Ravindra Bharathi
  1:00 PM – 5:00 PM | Film Screening, JNTU
  9:00 AM – 11:30 AM | Musi Riverfront Walk, Banks of Musi River

- **January 21, 2017 (Saturday)**
  10:00 AM – 3:00 PM | Film Screening, Ravindra Bharathi
  6:00 PM – 8:00 PM | SHAAM-e-MUSI (Cultural and Literary Meet), historic Tamarind Tree

- **January 22, 2017 (Sunday)**
  10:00 AM – 3:00 PM | Film Screening, Telangana State Forest Academy

- **January 23, 2017 (Monday)**
  10:00 AM – 3:00 PM | Film Screening, Telangana State Pollution Control Board
  10:00 AM – 3:00 PM | Film Screening, Telangana State Forest Academy

- **January 24, 2017 (Tuesday)**
  10:00 AM – 3:00 PM | Film Screening, Telangana State Pollution Control Board
  10:00 AM – 3:00 PM | Film Screening, Telangana State Forest Academy
  11:00 AM – 2:00 PM | Film Screening, Government City College

- **January 25, 2017 (Wednesday)**
  10:00 AM – 3:00 PM | Film Screening, Telangana State Pollution Control Board
  10:00 AM – 3:00 PM | Film Screening, Telangana State Forest Academy

Approximately 3000 people participated in all the film screenings.
Musi River International Festival concluded at Telangana State Pollution Control Board. The highlight of the ceremony included felicitation of Green Ambassadors. Out of the total nominations received, Mr Y Subhash Reddy was felicitated for his remarkable contribution in the field of rainwater conservation in the city of Hyderabad and surrounding districts of Telangana. Mr. Vedakumar, Chairman, Children’s Film Society, Telangana, MH Rao, Vice-President, Forum for a better Hyderabad and Mr. N Raveendhar, Director, NGC, Telangana were present at the ceremony. Appreciating the outcome of the festival, Shri Satyanarayana Reddy, Member Secretary of TSPCB concluded by saying that, “The take-away from this festival should be to remind everyone of their responsibility to protect the environment.” Also ensured that there will be many programmes like River Musi Festival in the future.
4.0 MEDIA ENGAGEMENT

Media participated and covered all activities, including the film screenings. The Musi River International Film festival was covered widely by newspapers and news channels.

<table>
<thead>
<tr>
<th>MEDIA COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMS IN DC HYD edition - January 19, 2017</td>
</tr>
<tr>
<td>Nameste Telangana- January 19, 2017</td>
</tr>
<tr>
<td>DC-HYD - January 21, 2017</td>
</tr>
<tr>
<td>Andhra Jyothi - January 24, 2017</td>
</tr>
</tbody>
</table>
COLLATERALS AND SIGNAGES