

FESTIVAL REPORT





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EXECUTIVE SUMMARY

The Shimla Wetlands for LiFE Film Festival and Forum was held on August 30-31, 2024, at the prestigious Hotel Peterhoff in Shimla, Himachal Pradesh.

Organised by the Centre for Media Studies (CMS), New Delhi, this festival is part of the 'Wetlands Management for Biodiversity and Climate Protection' project, implemented by GIZ on behalf of the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), along with the International Climate Initiative (IKI), in partnership with the Ministry of Environment, Forest and Climate Change (MoEF&CC) GOI.

The Shimla edition of the festival is being organised in partnership with the **Himachal Pradesh State Wetlands Authority (HPSWA)** and the **Himachal Pradesh Council for Science**, **Technology & Environment (HIMCOSTE)**, aimed to raise awareness about the critical role wetlands play in sustaining biodiversity, promoting climate resilience, and ensuring ecological balance.



On August 30, the festival and forum was inaugurated by **Thakur Sukhvinder Singh Sukhu Ji, Honourable Chief Minister of Himachal Pradesh**. The inaugural ceremony witnessed the presence of several distinguished dignitaries, including Chief Secretary **Mr Prabodh Saxena**, renowned environmentalist **Dr. Ravi Chopra**, and other eminent personalities from environmental and governmental sectors. Education Minister **Mr Rohit Thakur**, Chief Parliamentary Secretary **Mr Sanjay Awasthy**, MLAs **Mr Suresh Kumar**, **Mr Vivek Sharma**, **Mr Neeraj Nayyar**, **Mr Vinod Sultanpuri**, and **Mr Sudarshan Babloo** were also present. The occasion was further graced by Additional Chief Secretaries **Mr K. K. Pant**, **Mr Onkar Chand Sharma**, Deputy Commissioner Shimla, **Mr Anupam Kashyap** and other dignitaries.

Mr DC Rana, Member Secretary of HIMCOSTE, extended a warm welcome to the Chief Minister, while **Mr Kirtiman Awasthi**, Project Manager of Wetlands Management for Biodiversity and Climate Protection, GIZ, German International Cooperation, delivered the vote of thanks. **Dr. Suresh C. Attri**, Joint Member Secretary (HIMCOSTE), skilfully compared the inaugural ceremony.

The opening ceremony set the tone for the festival, with powerful speeches emphasizing the importance of wetland conservation and the collective responsibility of protecting these vital ecosystems. The screening of short films like *Guardians of Wetlands*, *Green Renuka Ji Fair*, and *Municipal Solid Waste Around Wetlands* highlighted real-world examples of wetland conservation efforts and inspired participants to reflect on the importance of these natural resources.

One of the key features of the festival was a **panel discussion on** "**Wetlands for Resilience**". Chaired by **Dr. S.S. Negi**, Former Director General of Forests and oderated by **Mr. Kirtiman Awasthi**, Project Manager and Senior Advisor for Wetlands Management for Biodiversity and Climate Protection at GIZ, the discussion brought together a distinguished panel of experts.

Speakers included **Mr. Jalal Ud Din Baba**, an award-winning environmental filmmaker from Jammu & Kashmir; **Mr. Pradeep Sangwan**, Founder of Healing Himalayas; **Mr. Vishal Kumar**, CEO of Waste Warriors; **Ms. Munmun Dhalaria**, an internationally recognized filmmaker; and **Ms. Gitanjali Kanwar**, Senior Coordinator for Rivers, Wetlands, and Water Policy at WWF-India. The discussion explored the resilience of wetlands in the face of climate change and human intervention, and the vital role they play in preserving biodiversity and supporting local communities.

The festival also offered a **Mobile Journalism (MoJo) and Impact Filmmaking Workshop**, which was well-attended by over 47 participants. This hands-on workshop gave young filmmakers and environmental enthusiasts an opportunity to learn about effective storytelling and the technical skills needed to capture impactful stories about environmental conservation. The workshop was spread over two days and focused on empowering participants with tools and techniques for creating content that can drive positive environmental action.

A notable highlight of the festival was the **painting competition** on the theme "Wetlands for LiFE." Over 123 students from 30 different schools and colleges in Shimla participated, showcasing their creativity and understanding of wetlands through art. After a thorough jury process, 10 students received consolation certificates, and three top winners were awarded certificates and cash prizes of I2500, I3000, and I5000. This competition provided a platform for young minds to engage with the theme of wetlands and express their ideas through art, making it an important educational component of the festival.



The festival concluded on August 31 with a Valedictory and Award Ceremony graced by esteemed guests, including **Mr. Anil Joshi**, IFS, Member Secretary, H.P. State Pollution Control Board; **Mr. D.C. Rana**, IAS, Member Secretary (HIMCOSTE); **Dr. Suresh C. Attri**, Joint Member Secretary (HIMCOSTE); and **Mr. Kamlesh Kumar Pant**, IAS, Additional Chief Secretary (Forest), who served as the Chief Guest.

During the closing ceremony, Certificates were distributed to participants of the MoJo workshop, and winners of the painting competition were honoured for their achievements. The ceremony also featured the taking of the Wetland Mitra Oath, symbolizing the participants' dedication to protecting and conserving wetlands. The event concluded with the vote of thanks by Mr Kunal Bharat, Adviser, GIZ and the rendition of the National Anthem.

Overall, the Shimla Wetlands for Life Film Festival and Forum was a resounding success, with over 1000 participants, including students, youth, civil society members, and government officials. The festival not only highlighted the importance of wetland conservation but also provided a platform for discussions, creative expression, and knowledge sharing on environmental issues. Through films, art, and interactive sessions, the festival made a significant contribution towards raising awareness and inspiring collective action for the protection of wetlands and the environment.

The Festival

The Shimla Wetlands for LiFE Film Festival & Forum commenced on August 30th, 2024, at the historic Hotel Peterhoff in Shimla with an atmosphere brimming with anticipation and enthusiasm. The opening day celebrated a shared commitment to environmental conservation and the preservation of wetlands, uniting distinguished dignitaries, experts, and passionate advocates for the cause.

Although the formal inaugural ceremony was scheduled for the evening, the day began with an informal welcoming session to set the tone for the festival's objectives. The session featured an address by Mr. Anil Joshi, IFS, Member Secretary of the H.P. State Pollution Control Board, who emphasized the vital role of wetlands in maintaining ecological stability and their significance as natural water reservoirs. In his remarks, Mr. Joshi stated, "Wetlands are not just habitats; they are the lifelines of ecosystems. Their protection must be at the forefront of our environmental efforts, ensuring resilience against climate change and safeguarding biodiversity."



Adding to the opening sentiments, **Dr. Suresh C. Attri**, Joint Member Secretary (HIMCOSTE), shared his insights on the festival's potential impact. He commented, "This festival is not just a celebration of wetlands; it is a call to action. Through films, discussions, and workshops, we aim to inspire people to become stewards of these precious landscapes and integrate sustainable practices into their lives."

Mr. Sabyesachi Bharti, Deputy Director of CMS VATAVARAN, welcomed the guests and participants with a heartfelt note of gratitude and inspiration. He emphasized the power of storytelling in environmental conservation, saying, "Films are more than entertainment—they are mirrors that reflect society's challenges and aspirations. Through this festival, we hope to create ripples of awareness that will lead to waves of action."

Following the opening remarks, the festival transitioned into its core activities, beginning with film screenings that showcased compelling narratives about wetlands, their ecosystems, and the communities that depend on them. Each screening invited reflection and dialogue, encouraging the audience to connect with the subject matter on a deeper level.

Running parallel to the screenings, an Impact Filmmaking Workshop was conducted by Mr. Ritesh Taksande, a renowned professor from the Film and Television Institute of India (FTII). The workshop focused on equipping participants with practical skills and techniques to create impactful visual stories.





INAUGURAL CEREMONY

The Shimla Wetlands for LiFE Film Festival & Forum was formally inaugurated on August 30, 2024, by the Honourable Chief Minister of Himachal Pradesh, Thakur Sukhvinder Singh Sukhu, at the historic Hotel Peterhoff in Shimla.

The event commenced with a warm and graceful welcome extended to the Chief Minister upon his arrival by Dr. Suresh C. Attri, Joint Member Secretary (HIMCOSTE), along with other dignitaries. The ceremony began with a soulful rendition of Saraswati Vandana performed by the talented students of Jawahar Lal Nehru Government College of Fine Arts, Shimla, setting a serene and auspicious tone for the proceedings.

The inaugural ceremony brought together a distinguished gathering of eminent personalities from governmental, academic, and environmental sectors, underscoring the collaborative spirit behind the festival. Among the notable dignitaries present were **Mr. Prabodh Saxena**, Chief Secretary of Himachal Pradesh; **Dr. Ravi Chopra**, renowned environmentalist and Founder of the People's Science Institute; **Mr. Rohit Thakur**, Education Minister; **Mr. Sanjay Awasthy**, Chief Parliamentary Secretary; and Members of the Legislative Assembly, including **Mr. Suresh Kumar, Mr. Vivek Sharma, Mr. Neeraj Nayyar, Mr. Vinod Sultanpuri,** and **Mr. Sudarshan Babloo**. The ceremony was further elevated by the presence of **Mr. K.K. Pant** and **Mr. Onkar Chand Sharma**, Additional Chief Secretaries; **Mr. Anupam Kashyap**, Deputy Commissioner, Shimla; and several other senior officials and dignitaries.





Following the Saraswati Vandana, **Mr. D.C. Rana**, Member Secretary of HIMCOSTE, extended a heartfelt welcome to the Chief Minister and the distinguished guests. He emphasized the critical role of wetlands in sustaining biodiversity and promoting ecological balance, while also highlighting the festival's objective to inspire meaningful action towards wetland conservation.

The dignitaries were felicitated during the ceremony, honouring their contributions to environmental protection and sustainable development.

In his special address, **Dr. Ravi Chopra**, a renowned environmentalist and Founder of the People's Science Institute, lauded the efforts of the Himachal Pradesh Government and the Honourable Chief Minister, Thakur Sukhvinder Singh Sukhu, for their visionary leadership and steadfast commitment to environmental conservation. He specifically praised the Chief Minister's proactive approach toward wetland preservation, sustainable development, and biodiversity protection, acknowledging Himachal Pradesh's progressive policies and initiatives as a model for other states to follow.

While emphasizing the interconnectedness of wetlands and human survival, Dr. Chopra underlined the role wetlands play as natural reservoirs, carbon sinks, and habitats for diverse flora and fauna. He stressed that conserving these fragile ecosystems is not just an environmental necessity but also a social and moral responsibility.

Reflecting on the state's progress, he stated, "It is heartening to see the Government of Himachal Pradesh prioritize ecological balance and climate resilience. The Chief Minister's vision for sustainable development, combined with policy-backed conservation programs, sets a benchmark for the entire nation. Such initiatives reaffirm our collective responsibility to safeguard biodiversity for future generations."

Dr. Chopra further encouraged policymakers, civil society, and local communities to strengthen their collaborative efforts to support the government's mission. He emphasized that achieving long-term ecological sustainability requires not only strong governance but also active participation from the grassroots level.

In closing, Dr. Chopra expressed hope that the Himachal Pradesh Government's continuous dedication to wetland conservation and environmental protection would inspire other states to adopt similar strategies. He concluded by saying, "The Chief Minister's leadership has already put Himachal Pradesh on the path to becoming a leader in conservation. I have no doubt that this beautiful state will soon set an example for the rest of the country in biodiversity protection and sustainable development."



In his keynote address, **Mr. Prabodh Saxena**, **Chief Secretary of Himachal Pradesh**, delivered an insightful and inspiring speech, emphasizing the state's progressive strides in integrating environmental sustainability into its development planning. He highlighted Himachal Pradesh's unique ecological wealth and the critical role it plays in sustaining biodiversity, providing water security, and mitigating climate change impacts.

Mr. Saxena began by acknowledging the state government's vision for balancing development with ecological preservation, asserting that sustainable development is not just a goal but a necessity for a region as rich in natural resources as Himachal Pradesh. He stated, *"Himachal Pradesh stands at the forefront of India's environmental conservation efforts. Our policies are deeply rooted in the principles of sustainability, ensuring that development does not come at the cost of our natural heritage but, instead, complements and supports it."*

He elaborated on the state's initiatives aimed at strengthening wetland conservation strategies through a combination of scientific research, community engagement, and policy-driven frameworks. Stressing the importance of data-driven decision-making, Mr. Saxena emphasized the need for ongoing research and monitoring to better understand the ecological dynamics of wetlands and their role in combating climate change.

Underscoring the value of community participation, Mr. Saxena highlighted how empowering local communities and involving them in conservation efforts can create lasting impacts. He said, *"Conservation cannot succeed without the active participation of the people who live closest to these ecosystems. We must view our communities not just as beneficiaries of conservation programs but as partners and custodians of these natural treasures."*

He further spoke about the role of policy frameworks in creating an enabling environment for wetland protection. He noted that the State Wetland Authority and HIMCOSTE have been instrumental in formulating strategies and policies to ensure the sustainable management of wetlands. He stated, *"Effective policies must act as a bridge between science and society, translating research into action and ensuring the longevity of conservation efforts."*

Mr. Saxena also shed light on the state government's focus on integrating climate resilience into its developmental plans, making Himachal Pradesh an example of how environmental preservation and economic growth can coexist. He pointed out, *"We are embedding climate adaptation measures into infrastructure planning, agriculture, and tourism, ensuring that all sectors contribute to the state's larger vision of sustainability."*

In his closing remarks, Mr. Saxena expressed gratitude to the organizers and participants of the festival for fostering meaningful conversations around wetland conservation. He encouraged the youth, students, and filmmakers present to become environmental ambassadors, using their platforms to create awareness and inspire change. He concluded by saying, *"Our wetlands are not just ecological assets but lifelines for millions of people. Let us work together—governments, communities, and individuals—to protect these invaluable ecosystems and secure a sustainable future for the generations to come."*

The Honourable Chief Minister of Himachal Pradesh, Thakur Sukhvinder Singh Sukhu, delivered a compelling and visionary inaugural address, applauding the collaborative efforts of GIZ (German International Cooperation), HIMCOSTE (Himachal Pradesh Council for Science, Technology, and Environment), and CMS in organizing the Shimla Wetlands for LiFE Film Festival & Forum. He commended their dedication to raising awareness about wetland conservation and promoting sustainable development practices through impactful mediums such as films, discussions, and workshops.

In his speech, the Chief Minister highlighted the ecological and socio-economic importance of wetlands, describing them as lifelines that sustain biodiversity, regulate water cycles, mitigate the impacts of climate change, and provide livelihoods for local communities. He stated, *"Wetlands are not merely water bodies; they are vital ecosystems that sustain life. Their preservation is not just an environmental priority but a responsibility we must shoulder collectively to ensure a sustainable future for generations to come."*

The Chief Minister emphasized that Himachal Pradesh, being home to several high-altitude wetlands, bears a special responsibility for their protection. He stressed that wetlands are essential for water security, disaster resilience, and carbon sequestration, thereby playing a crucial role in combating the adverse effects of **climate change**. He remarked, *"Himachal Pradesh is blessed with rich natural resources, and it is our duty to safeguard these treasures. Wetlands, in particular, serve as nature's reservoirs, purifying water, preventing floods, and acting as carbon sinks."*

Recognizing the significance of such festivals in creating public awareness, the Chief Minister **appreciated the efforts of GIZ, HIMCOSTE, and CMS** for bringing together experts, policymakers, students, and filmmakers under one roof to address the challenges and solutions related to wetland conservation. He expressed gratitude to the organizers for providing a platform for dialogue and engagement and encouraged them to continue their efforts in promoting environmental education and awareness programs.

He specifically called for expanding these outreach programs to other districts across Himachal Pradesh, stating that grassroots awareness and participation are essential for effective conservation. He emphasized, *"We must take this initiative beyond Shimla and replicate such programs in other districts to ensure that every citizen, especially the youth, is aware of the importance of wetlands and empowered to contribute to their protection."*



The Chief Minister also stressed the need to integrate scientific research, community participation, and sustainable development policies to protect wetlands and ensure long-term ecological stability. He pointed out that collaborations between governments, international organizations like GIZ, and civil society organizations are critical in achieving these goals.

He further highlighted the state's commitment to advancing sustainable development and aligning environmental policies with the United Nations Sustainable Development Goals (SDGs). He stated, *"Himachal Pradesh is leading the way in sustainable development, and through initiatives like this festival, we aim to inspire not only our own citizens but also other states to prioritize environmental conservation."*

In closing, the Chief Minister reaffirmed the state government's dedication to wetland conservation and broader environmental sustainability. He encouraged all stakeholders, including students, civil society, and the private sector, to work together to create a culture of conservation. His speech concluded with a call to action, *"Let this festival be the beginning of a movement. Let us join hands to protect our wetlands, strengthen our ecosystems, and secure a sustainable and prosperous future for Himachal Pradesh."*

His inspiring words resonated deeply with the audience, instilling a sense of **collective responsibility** and motivating participants to become active stewards of the environment.

The inaugural session concluded with a vote of thanks delivered by **Mr. Kirtiman Awasthi**, Project Manager of Wetlands Management for Biodiversity and Climate Protection, GIZ, who expressed gratitude to the Chief Minister, dignitaries, and participants for their unwavering support and enthusiasm. He emphasized that the festival was not just a celebration but also a platform to drive meaningful action and partnerships for wetland conservation.

Dr. Suresh C. Attri, Joint Member Secretary (HIMCOSTE), conducted the inaugural ceremony with exceptional grace and professionalism, setting a welcoming and inspiring tone for the festival. His eloquence and deep understanding of environmental conservation resonated throughout the event, seamlessly guiding the proceedings while maintaining an atmosphere of warmth and reverence.

Dr. Attri's skilful moderation ensured that each segment of the ceremony—from the **Saraswati Vandana** by students of **Jawahar Lal Nehru Government College of Fine Arts, Shimla**, to the felicitation of dignitaries—flowed smoothly and left a lasting impression on the attendees. His thoughtful introductions and insightful remarks highlighted the importance of wetlands conservation, setting the stage for meaningful discussions and reflections throughout the festival.



Opening Films Screening at the Festival

The Shimla Wetlands for LiFE Film Festival & Forum commenced with the screening of three impactful short films that highlighted the importance of wetlands conservation, community participation, and sustainable practices. The Honourable Chief Minister of Himachal Pradesh, Thakur Sukhvinder Singh Sukhu, along with other distinguished dignitaries, watched all three films and expressed their appreciation for the powerful storytelling and visual narratives that shed light on critical environmental issues.

The first film, "Guardians of Wetlands: Women as Stewards of Wetland Conservation," celebrated the pivotal role played by women in wetland conservation. It highlighted inspiring stories of women acting as environmental custodians, leading grassroots initiatives to protect and restore wetland ecosystems. The film focused on gender-inclusive conservation efforts, showcasing how empowering women in local communities can bring transformative change.

The second film screened, "**Pathways to Resilience**," offered a deeply moving account of the 1994 flood disaster in the Kullu Valley, portraying the devastating impact of the calamity while highlighting the remarkable resilience of the local communities. The film documented the catastrophic flooding that caused extensive damage to lives, livelihoods, and infrastructure, leaving an indelible mark on the region's history.

Through powerful visuals and personal narratives, the documentary captured the struggles and recovery efforts of the people of Kullu Valley. It shed light on the vulnerabilities of mountain ecosystems to extreme weather events and emphasized the urgent need for disaster preparedness and climate-resilient strategies to mitigate future risks.

The **Honourable Chief Minister, Thakur Sukhvinder Singh Sukhu**, along with other dignitaries, watched the film with great interest and praised its relevance and impact. The Chief Minister commended the film for bringing attention to disaster preparedness and expressed appreciation for its role in educating and empowering communities.

The third film, "**Municipal Solid Waste Around Wetlands**," addressed one of the most pressing issues faced by wetlands—waste mismanagement. It highlighted the detrimental impact of plastic pollution and municipal waste on wetland ecosystems and showcased innovative community-led solutions for waste reduction and recycling. The documentary featured successful interventions led by local organizations and volunteers to tackle solid waste near wetlands, particularly in high-altitude Himalayan regions.

The screening of these films served as a powerful opening to the festival, setting the tone for discussions, workshops, and interactions that followed. The films effectively demonstrated how visual storytelling can raise awareness, inspire action, and advocate for policy changes to protect wetlands.

The screening of these films left a lasting impression on the audience, sparking meaningful conversations about the need for grassroots action, policy support, and sustainable practices to safeguard wetlands and ensure ecological balance. The session concluded with an interactive discussion, where participants shared their reflections and expressed their commitment to promoting wetland conservation in their communities.

Panel Discussion – "Wetlands for Resilience"

On August 30, 2024, the **Shimla Wetlands for LiFE Film Festival** hosted an engaging and intellectually stimulating panel discussion on the topic "**Wetlands for Resilience**". The session brought together an esteemed panel of experts and environmental filmmakers to deliberate on the critical role of wetlands in climate resilience, biodiversity conservation, and sustainable development.

The panel was chaired by **Dr. S.S. Negi**, Former Director General of Forests, and moderated by **Mr. Kirtiman Awasthi**, Project Manager & Senior Advisor for Wetlands Management for Biodiversity & Climate Protection at GIZ.

The distinguished panellists included:

- Mr. Jalal Ud Din Baba, National Award-winning environmental filmmaker (WATER) from Jammu & Kashmir
- Mr. Pradeep Sangwan, Founder of Healing Himalayas Foundation
- Mr. Vishal Kumar, CEO of Waste Warriors, Dehradun
- Ms. Munmun Dhalaria, Multiple international award-winning filmmaker
- **Ms. Gitanjali Kanwar**, Senior Coordinator for Rivers, Wetlands, and Water Policy at WWF-India



The session witnessed a **full house** with over **250 participants**, including youth, civil society members, and environmental enthusiasts, actively engaging in the discussion and asking numerous thought-provoking questions.

Dr. S.S. Negi opened the discussion by underscoring the multifaceted importance of wetlands as natural carbon sinks and biodiversity hotspots. He elaborated on their ability to provide ecosystem services, including water purification, flood control, and climate adaptation. He stated, "Wetlands are nature's kidneys, filtering pollutants and recharging groundwater. Their ability to sequester carbon makes them crucial allies in our fight against climate change. Preserving wetlands is not just an environmental obligation but a necessity for sustainable development."

Dr. Negi also emphasized the role of wetlands in mitigating climate-related disasters, highlighting their ability to absorb excess rainfall and reduce flood risks. He concluded by calling for stronger policy frameworks and community-led conservation efforts to ensure the long-term protection of wetlands.

Mr. Pradeep Sangwan, the Founder of Healing Himalayas Foundation, shared his experiences of community-driven conservation initiatives and stressed the importance of local participation in preserving wetland ecosystems. He highlighted the success of the Healing Himalayas project, which engages volunteers and local communities to clean up and restore fragile Himalayan ecosystems.

He remarked, "Environmental conservation must begin at the grassroots. Communities are the real custodians of nature, and their involvement ensures sustainability. Initiatives like Healing Himalayas demonstrate how collective efforts can bridge the gap between policy and practice, creating a replicable model for wetland conservation."





Mr. Jalal Uddin Baba, a National Award-winning environmental filmmaker, emphasized the power of visual storytelling in raising awareness and influencing policy decisions. Drawing from his experiences in environmental filmmaking, he said, *"Films can create an emotional connection that facts and figures often fail to achieve. They have the power to transport audiences to remote wetlands, showcasing their beauty and vulnerability, and inspiring action to protect them."*

He urged filmmakers to use their creative platforms to highlight climate and ecological challenges, stressing that compelling narratives could mobilize both communities and policymakers to prioritize conservation efforts.

Ms. Munmun Dhalaria, an internationally acclaimed filmmaker, echoed Mr. Baba's sentiments and shared insights into how films can act as catalysts for advocacy and action. She remarked, *"Films have the ability to tell stories that resonate universally. They can amplify the voices of marginalized communities, showcase grassroots solutions, and bridge the gap between science and public perception."*

She also discussed her experiences working on films about gender-inclusive conservation efforts and the role of indigenous knowledge in sustainable wetland management. She emphasized the need for capacity-building programs to support young filmmakers in creating impactful environmental content.

Mr. Vishal Kumar, CEO of Waste Warriors, focused on the pressing issue of waste mismanagement and its detrimental impact on wetlands, particularly in Himalayan regions. He highlighted the role of community-led waste reduction programs and public-private partnerships in addressing the problem.

He stated, "Waste is one of the biggest threats to our wetlands, and it is up to us to find sustainable solutions. From waste segregation to recycling, communities can lead the charge in reducing pollution. However, we need support from the government and private sectors to scale these initiatives." Mr. Kumar also emphasized the importance of education and awareness campaigns to instil environmentally responsible behaviors among the public.



Ms. Gitanjali Kanwar, Senior Coordinator for Rivers, Wetlands, and Water Policy at WWF-India, provided an in-depth perspective on the integration of wetlands into river basin management and national water policies. She stressed the need for holistic approaches to wetland conservation that balance development and ecological sustainability.

She stated, "Wetlands must be seen as an integral part of river ecosystems. We cannot address water security or biodiversity loss without protecting our wetlands. WWF-India's initiatives demonstrate that strategic planning, combined with local engagement, can yield sustainable outcomes." Ms. Kanwar further emphasized the importance of strengthening institutional frameworks and leveraging technology to monitor and manage wetlands effectively.

The panel concluded with a strong call to action for sustainable practices in tourism, agriculture, and urban planning around the wetlands. The speakers collectively emphasized the importance of empowering local communities and youth through education and training programs to ensure long-term resilience.

The session highlighted the need for collaboration between NGOs, governments, and private enterprises, and encouraged integrating traditional knowledge with modern technology to create innovative conservation strategies.

The audience responded enthusiastically, engaging in thought-provoking questions and discussions with the panellists. The session left participants inspired and motivated to actively contribute to wetland conservation, making it a memorable and impactful highlight of the festival's first day.



Painting Competition – A Celebration of Creativity and Conservation

One of the most vibrant and inspiring highlights of the Shimla 'Wetlands for LiFE' Festival was the painting competition, held to foster awareness about wetland conservation through artistic expression. The competition, which took place over the course of the festival, brought together 123 students from 30 different schools and colleges across Shimla. It provided a unique platform for young minds to showcase their creativity, reflect on environmental issues, and express their passion for nature.

The theme of the competition, "Wetlands for LiFE," encouraged participants to explore the ecological importance of wetlands, their role in biodiversity conservation, and the need to protect these vital ecosystems. Through their paintings, the students portrayed wetlands as lifelines, highlighting themes such as climate resilience, wildlife habitats, sustainable water resources, and the cultural significance of wetlands.

The competition witnessed an impressive display of artistic talent and environmental awareness. From vivid landscapes to symbolic imagery of human-nature harmony, each artwork reflected a deep understanding of the subject and a commitment to conservation values. Many students used eco-friendly materials to emphasize their message of sustainability, adding another layer of thoughtfulness to their entries.





Jury Evaluation Process

On Day 2 of the festival, the paintings underwent a rigorous evaluation process conducted by a three-member jury comprising, Mr. Jalal Uddin Baba, National Award-winning environmental filmmaker (WATER) from Jammu & Kashmir, Mr Kunal Bharat, Adviser, GIZ, and a representative from HIMCOSTE.

The jury members carefully assessed each artwork based on creativity, originality, artistic skill, and relevance to the theme. They also considered how effectively the paintings conveyed environmental messages and inspired action toward wetland conservation.

Praising the exceptional quality of the submissions, **Mr. Jalal Ud Din Baba** remarked, *"It is heartening to see how deeply these young artists understand the value of wetlands. Their art speaks volumes about their awareness and commitment to nature. This competition is proof that the future of conservation lies in the hands of such passionate and creative youth."*

Awards and Recognition

The winners of the competition were announced during the **Valedictory and Award Ceremony** held on **August 31st, 2024**. A total **13 students** were awarded for their outstanding contributions:

- Top 3 Winners:
 - First Prize ₹ 5000 cash and Certificate.
 - Second Prize ₹ 3000 cash and Certificate.
 - o **Third Prize** ₹2500 cash and Certificate.
- **10 Consolation Certificates** were awarded to students whose works demonstrated remarkable creativity and promise.

The winners were presented with certificates and cash prizes, acknowledging their efforts and encouraging them to continue their artistic and environmental pursuits.

The painting competition was more than just a contest—it became a celebration of art, awareness, and advocacy. It inspired students to reflect deeply on the value of wetlands and instilled in them a sense of responsibility toward their protection.



By blending creativity with conservation, the competition proved that art can be a powerful tool for change, capable of reaching minds and hearts in ways that facts and data alone cannot. The festival organizers expressed their intent to replicate such initiatives in other districts, ensuring that the message of wetland conservation spreads everywhere.

The competition not only highlighted the artistic potential of the youth but also served as a reminder that education, creativity, and community engagement are key drivers in building a sustainable and resilient future.

Interactive Discussions with Filmmakers and Audience Engagement

One of the most engaging segments of the **Shimla 'Wetlands for LiFE' Film Festival** was the interactive discussions held after the film screenings on both Day 1 and Day 2, featuring **Mr. Jalal Uddin Baba**, National Award-winning environmental filmmaker, and **Ms. Munmun Dhalaria**, internationally acclaimed filmmaker. The sessions were moderated **by Mr. Sabyesachi Bharti**, Deputy Director, CMS VATAVARAN, skilfully guided the conversations, ensuring a dynamic exchange of ideas between the filmmakers, experts, and the enthusiastic audience.

The discussions delved into the stories behind the films, the challenges of capturing environmental narratives, and the role of films in influencing public opinion and policy. The audience, which included students, environmental activists, and local community members, actively participated, asking thought-provoking questions and sharing their perspectives on wetland conservation and sustainability.





Day 1: Discussion with Mr. Jalal Uddin Baba

After the screening of his impactful films, Mr. Jalal Uddin Baba spoke about his journey as an environmental filmmaker and the power of storytelling to bring environmental issues to the forefront. Reflecting on his work, he said, *"Films have the ability to break barriers and touch hearts. Through visuals, we can connect people to places they may never visit and issues they may never face, yet feel compelled to act upon."*

Mr. Jalal highlighted the role of visual media in mobilizing communities and policymakers toward conservation efforts, particularly in remote regions like Jammu & Kashmir, where his films have focused on water management and disaster resilience.

The audience posed insightful questions, ranging from the technical aspects of filmmaking to the role of traditional knowledge in conservation efforts. Several participants expressed their interest in documentary filmmaking as a tool for advocacy and awareness, prompting **Mr. Sabyesachi Bharti** to emphasize the festival's goal of empowering young storytellers. He remarked, *"Films are not just stories; they are catalysts for change. Through this platform, we hope to inspire the next generation of filmmakers to use their craft to protect our natural heritage."*

Dr. Suresh C. Attri joined the discussion at several points, providing technical insights about wetland ecosystems and elaborating on HIMCOSTE's ongoing efforts to map, monitor, and protect wetlands in Himachal Pradesh. He stated, *"Conservation cannot rely on awareness alone; it must be backed by science and policy. Our work at HIMCOSTE focuses on creating frameworks that ensure wetlands are protected not just today but for generations to come."*

Day 2: Discussion with Ms. Munmun Dhalaria

On the second day, the session continued with Ms. Munmun Dhalaria, who captivated the audience with stories from her international filmmaking journey. She shared how her films focus on communities living in harmony with nature and the challenges of preserving biodiversity in rapidly changing environments.

Ms. Dhalaria highlighted the emotional impact of films in bridging the gap between scientific data and public understanding, stating, *"We need stories that move people, stories that make them stop, think, and act. Films have the power to inspire empathy and action in ways that no report or statistic can."*



The audience responded enthusiastically, raising questions about her approach to filmmaking, navigating remote terrains, and capturing the human-nature connection. Many participants expressed their desire to create visual stories about local environmental issues, leading to Mr. Bharti's encouragement to pursue such efforts. He said, *"Your voice matters. Whether through films, art, or activism, every contribution to the cause of conservation strengthens the movement."*

Dr. Attri also participated in the session, addressing technical queries about wetland restoration, HIMCOSTE's programs, and policy implementation. He added, *"Effective conservation is a partnership between science, governance, and community action. Platforms like this festival provide an opportunity to bridge those gaps and inspire collaborative solutions."*

Audience Enthusiasm and Engagement

The Q&A sessions following both discussions were lively and thought provoking, with participants voicing concerns about local wetlands, climate change impacts, and the role of youth in conservation. The filmmakers and experts provided practical suggestions for community-driven actions, including clean-up drives, monitoring programs, and advocacy through art and media.

The discussions also sparked conversations about integrating indigenous knowledge with modern technology, fostering collaborations between NGOs, governments, and local communities, and ensuring that policies are implemented effectively at the ground level.

The interactive sessions not only deepened participants' understanding of wetland conservation but also empowered them to take action, making them one of the most memorable and impactful highlights of the festival.



Mobile Journalism (MoJo) Training – Empowering Youth for Environmental Storytelling

The Mobile Journalism (MoJo) Training Workshop held during the Shimla 'Wetlands for LiFE' Film Festival emerged as one of the festival's most engaging and impactful activities. Conducted over two days by **Mr. Ritesh Taksande**, a renowned faculty member from the **Film and Television Institute of India (FTII)**, the workshop focused on equipping participants with the skills and techniques required to create impactful visual stories using mobile devices.

With 47 participants from various educational institutions, including college students, aspiring filmmakers, journalists, and environmental enthusiasts, the workshop emphasized storytelling for environmental advocacy, particularly highlighting the importance of wetland conservation.

The workshop began with theoretical sessions introducing participants to the concept of mobile journalism and the role of visual narratives in environmental awareness. The sessions covered storyboarding, filming techniques, and editing basics, enabling participants to conceptualize and produce short films focused on wetlands and their ecological importance. The practical component of the workshop involved on-field exercises, where participants captured footage of local wetlands, interviewed experts, and recorded community interactions, translating their learning into compelling visual stories.

Reflecting on her experience, **Sarika Negi**, a student from the **Center for Excellence Government College**, shared, *"This workshop has completely changed how I look at filmmaking. I learned that even a simple smartphone could tell a powerful story and bring attention to critical issues like wetland conservation. It has given me the confidence to use visual media to inspire change."*

Similarly, **Hritik Kumar**, a participant from **Himachal Pradesh University**, emphasized the importance of combining technology with advocacy. He remarked, *"I've always been passionate about environmental issues, but this workshop showed me how to present those issues visually. The tools we learned will help us reach more people and create a stronger impact."*

The workshop concluded with a certificate distribution ceremony during the Valedictory Session on August 31, 2024, where participants were recognized for their efforts and commitment to storytelling.

The MoJo training left a lasting impact on the participants, many of whom expressed their desire to pursue environmental storytelling further. The training underscored the festival's broader mission of integrating art, media, and advocacy to inspire collective action for wetlands conservation. By bridging technology with storytelling, the workshop equipped participants with the tools to raise awareness, influence public opinion, and drive meaningful change within their communities.





Valedictory and Award Ceremony – A Grand Closing to the Shimla 'Wetlands for LiFE' Film Festival

The Shimla 'Wetlands for LiFE' Film Festival concluded on a high note on August 31, 2024, with a Valedictory and Award Ceremony held at Hotel Peterhoff, Shimla. The event was graced by distinguished guests and dignitaries, including Mr. Anil Joshi, IFS, Member Secretary, H.P. State Pollution Control Board; Mr. D.C. Rana, IAS, Member Secretary (HIMCOSTE); Dr. Suresh C. Attri, Joint Member Secretary (HIMCOSTE); and Mr. Kamlesh Kumar Pant, IAS, Additional Chief Secretary (Forest), who served as the Chief Guest for the occasion.

The closing ceremony served as a celebration of creativity, learning, and commitment to environmental conservation, bringing together participants, experts, and organizers to reflect on the festival's success and impact.





Recognizing Achievements

The ceremony began with felicitations for the participants of the Mobile Journalism (MoJo) Workshop and the winners of the painting competition. The painting competition winners were also honoured, with cash prizes of ₹ 2500, ₹ 3000, and ₹ 5000 awarded to the top three artists, along with 10 consolation certificates for outstanding efforts. Certificates were presented to 47 participants of the MoJo Workshop, recognizing their dedication to visual storytelling and environmental advocacy.

Wetland Mitra Oath – A Pledge for Conservation

A special highlight of the ceremony was the **Wetland Mitra Oath**, led by **Mr. Kamlesh Kumar Pant, IAS**, Additional Chief Secretary (Forest). The oath symbolized the participants' commitment to protecting wetlands, promoting sustainable practices, and advocating for conservation in their communities. The moment was emotionally charged, as participants stood together in solidarity to pledge their dedication to preserving wetlands for future generations.



Key Addresses and Quotes

Mr. Anil Joshi, IFS, Member Secretary, H.P. State Pollution Control Board, echoed these sentiments, applauding the festival's ability to engage youth and local communities. He remarked, *"This festival has shown us how art, media, and education can combine to create a powerful message for conservation. I urge organizers to take this initiative to other districts, ensuring more communities are inspired and involved."*

Mr. D.C. Rana, IAS, Member Secretary (HIMCOSTE), also underscored the importance of spreading awareness about wetlands conservation through outreach programs. He stated, *"Himachal Pradesh is home to some of the most pristine wetlands in the country, and it is our duty to protect them. Events like this play a crucial role in educating people and building networks for collective action. I hope to see this initiative replicated in other parts of the state."*

Dr. Suresh C. Attri, Joint Member Secretary (HIMCOSTE), reflected on the **festival's success**, **expressing pride in the participants' enthusiasm and commitment to conservation**. He commented, *"This festival has sparked conversations and ideas that will continue to resonate. The films, workshops, and discussions have equipped participants with the tools to be advocates for wetlands, and I believe their impact will be felt far beyond Shimla."*

The Chief Guest, **Mr. Kamlesh Kumar Pant, IAS**, delivered a motivational address, emphasizing the importance of replicating such programs in other cities and districts to amplify awareness and engagement. He stated, *"Conservation cannot be confined to a single city or event. It must become a movement—one that reaches every corner of the state and the country. Programs like this festival are essential to create awareness, empower communities, and drive sustainable action for wetlands protection."*

He further highlighted the **role of collaboration** between government bodies, NGOs, and local communities, stressing that multi-stakeholder partnerships are the key to scalable conservation efforts.



Vote of Thanks and National Anthem

The event concluded with a heartfelt **vote of thanks** delivered by **Mr. Kunal Bharat**, **Adviser**, **GIZ**, who expressed gratitude to the **Chief Guest**, **dignitaries**, **organizers**, **and participants** for making the festival a **grand success**. He acknowledged the support of Himachal Pradesh Government, HIMCOSTE, and CMS VATAVARAN, as well as their **vision and dedication** to **environmental conservation**.

In his address, **Mr. Bharat** stated, "This festival stands as a testament to what collaboration can achieve. It has not only raised awareness but also provided tools and inspiration for individuals to take action in their own communities. We hope to continue this momentum and bring such initiatives to more regions."

The ceremony concluded with the **rendition of the National Anthem**, leaving the audience with a sense of **pride**, **unity**, **and purpose**.

Closing Reflections

The Valedictory and Award Ceremony marked the culmination of a successful festival, reinforcing the importance of wetlands conservation and the need for sustained efforts to protect these vital ecosystems. The commitment expressed by the speakers, coupled with the enthusiasm of the participants, ensured that the festival's message would resonate far beyond the venue.

With its blend of education, creativity, and collaboration, the festival left a lasting legacy, inspiring attendees to continue their efforts as Wetland Mitras and champions of environmental sustainability.

Challenges and Insights

The Shimla 'Wetlands for LiFE' Film Festival faced a few challenges but successfully turned them into learning opportunities. Scheduling conflicts with ongoing academic examinations in schools and colleges posed limitations for student participation. However, the strong turnout demonstrated the growing interest and commitment to environmental conservation among youth and communities. Logistical challenges, such as managing multiple sessions in Shimla's hilly terrain and unpredictable weather, were overcome through effective planning and coordination by the organizing teams.

The festival offered valuable insights into the power of visual storytelling, as seen in the film screenings and MoJo workshop, which highlighted the role of media in advocacy and awareness. The enthusiastic participation of students in the MoJo training and painting competition demonstrated their creativity and readiness to take on environmental challenges. Sessions with filmmakers and experts emphasized the importance of community-driven conservation efforts and the need to scale similar programs to other districts and states.

Key speakers called for expanding such initiatives to broader regions, stressing the need for collaborative efforts between governments, communities, and NGOs. The festival also showcased how art and storytelling can be transformative tools for engaging youth and inspiring action, proving that awareness-building programs like this can create a lasting impact and sustainable change.

Conclusion – A Celebration of Conservation and Commitment

The Shimla 'Wetlands for LiFE' Film Festival & Forum was a resounding success, uniting stakeholders, experts, students, and environmental enthusiasts to celebrate and advocate for the protection and conservation of wetlands. Through thought-provoking film screenings, engaging panel discussions, hands-on workshops, and inspiring ceremonies, the festival provided a dynamic platform for dialogue, learning, and action focused on sustainability and biodiversity preservation.

Despite the challenges posed by academic schedules and examinations, the festival witnessed impressive participation, reflecting a growing awareness and commitment toward environmental conservation. The diverse audience—ranging from students and educators to government officials, filmmakers, and community leaders—highlighted the broad relevance of wetlands conservation and underscored the importance of inclusive engagement in addressing environmental challenges.

The festival's impact extended beyond the two-day event, with initiatives like the Wetland Mitra Oath and the Mobile Journalism (MoJo) Workshop fostering continued engagement and empowering youth to become environmental advocates. The workshop, in particular, equipped participants with practical skills to tell impactful stories, ensuring the festival's message of conservation continues to reach wider audiences.

Recognizing and honouring contributions to conservation, the festival celebrated participants and winners of the painting competition, as well as MoJo trainees, further encouraging creativity and advocacy. It also emphasized the role of partnerships, with dignitaries like the Mr Prabodh Saxena, IAS, Chief Secretary of Himachal Pradesh and Mr. Kamlesh Kumar Pant, IAS, and other speakers stressing the need to expand such initiatives to other districts and regions for scalable impact.

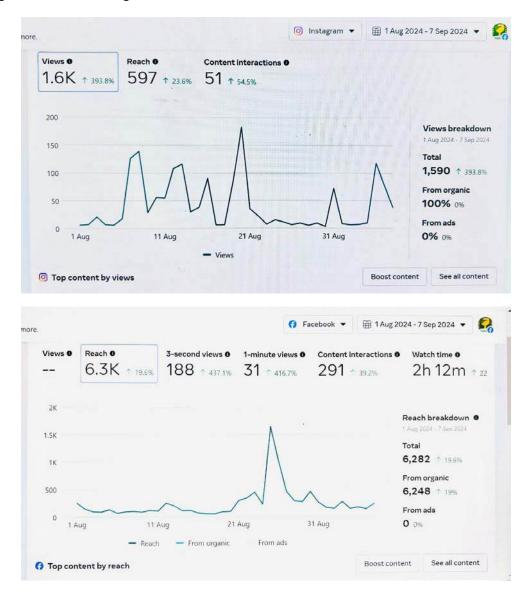
As we reflect on the festival's achievements, we are inspired by the collective enthusiasm, dedication, and creativity demonstrated by all participants and collaborators. Building on this momentum, we remain committed to advancing the cause of wetlands conservation, empowering communities, and fostering a sustainable future for generations to come.

Social Media

In today's digital era, social media plays a crucial role in disseminating information and engaging audiences. Recognizing this, the Festival leveraged social media's power for extensive promotion. The festival's presence was significantly amplified across various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.

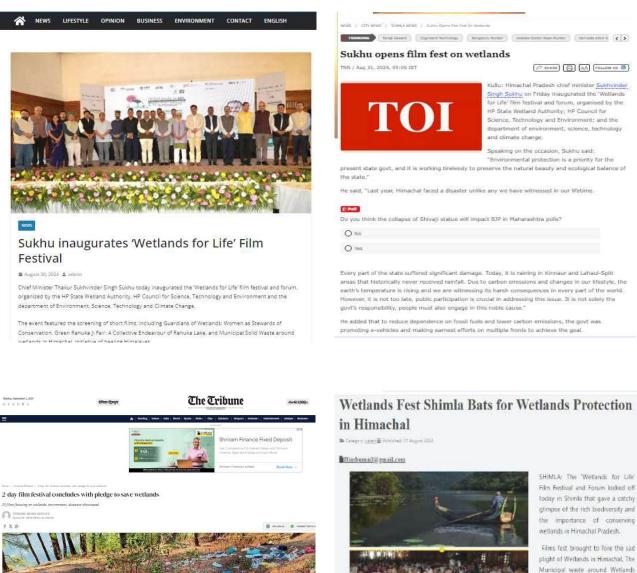
Facebook, with its vast user base, served as the primary platform for our digital campaign. The festival's promotional activities on Facebook and its affiliate, Instagram, were highly effective. We employed a range of engaging content, including festival promos and regular updates, to capture the audience's interest.

The impact of these efforts was evident in the substantial organic reach achieved during the festival. Without any paid promotions, our posts on **Facebook alone reached over 6.3K members and 1.6K members on Instagram**. This remarkable organic reach underscores the festival's relevance and the resonance of its theme with the online community. The success of our social media campaign played a significant role in enhancing the festival's visibility and engagement, contributing to its overall success.



Media Coverage

The Festival and Forum garnered substantial media attention, with extensive coverage across various channels. The event was featured prominently in several newspaper dailies, which provided detailed reports on the festival's activities and programs. The collective media coverage across print, television, and digital platforms significantly contributed to raising awareness about the festival's objectives and successfully disseminated its key messages to a diverse audience.





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Apple News © 30/08/2024

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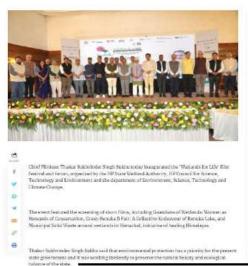


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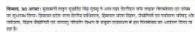
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News Link

- 1 https://www.tribuneindia.com/news/himachal/2-day-film-festival-concludes-withpledge-to-save-wetlands/#:~:text=Tribune%20News%20Service&text=A%20 two%2Dday%20'Wetlands%20Film,and%20colleges%20across%20the%20state.
- 2 https://timesofindia.indiatimes.com/city/shimla/hp-cm-sukhvinder-singh-sukhu-inaugurates-wetlands-film-festival/articleshow/112937995.cms
- 3 http://himachalpr.gov.in/OneNews.aspx?Language=1&ID=35887
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- 6 https://www.tribuneindia.com/news/himachal/wetlands-film-fest-from-aug-30/
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- 12 https://www.tribuneindia.com/news/environment-protection-our-priority-himachal-cm/
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- 23 https://www.aks.news/state/himachal-pradesh/hp-news-2763/

Promotional Materials

The Shimla Festival was extensively promoted through various channels, including eye-catching posters, banners, and a detailed program schedule. The organizers designed and strategically placed these promotional materials across multiple venues and locations to reach a broader audience.

The festival posters and banners were designed in a way that effectively conveyed the message of environmental conservation and highlighted the importance of the event. The bright and vivid colours used in the designs not only caught the attention of passer-by but also created a sense of excitement and anticipation among the audience.

Additionally, the program schedule for the festival was thoughtfully designed to include a diverse range of events and discussions that catered to different interests and age groups. The schedule featured a line-up of renowned speakers, interactive workshops, and engaging activities, making it an ideal platform for learning and sharing knowledge about environmental issues.

Through the promotion of the festival, including the use of banners, posters, and program schedules, the organizers successfully spread the word about the event to a vast audience. This led to a heightened level of awareness and anticipation for the festival, ultimately contributing to its success in generating interest and involvement in environmental conservation efforts.



