

TITLE	PROGRAMME AREA	Year of Production
A way to prosperity - the Kudangulam experience	Biotechnology	2004
Agrobiodiversity - key to food, health and livelihood security	Biodiversity	2003
Biodiversity, natural resources and rural livelihoods	Biodiversity	2004
Biological paradise of Andhra Pradesh	Coastal Systems Research	2004
Community Agrobiodiversity Centre	Biodiversity	2002
Eastern Ghats - the hills of hope	Biodiversity	2002
Eco-entrepreneurship and sustainable development	Ecotechnology	1998
Farmers' rights – from legislation to implementation	Biodiversity	2002
Fifteen years... fifteen steps...	MSSRF	2005
Food for all - the spiritual dimension	General	2002
From concern to confidence	Biodiversity	2005
Golden Jubilee Biotechnology Park for Women Society	Biotechnology	2001
In remembrance - Kumbakonam	General	2005
Mangrove wetlands of Pitchavaram	Coastal Systems Research	2000
Mannar Valaiguda -Gulf of Mannar	Coastal Systems Research	2003
Message from mangroves of Orissa	Coastal Systems Research	2004
Millets for better nutrition, food security and increased income	Biodiversity	2002
MSSRF- a mirror	MSSRF	1999
Power of partnership	Ecotechnology	2004
Rural Knowledge Centres - reaching the unreached	Information, Education and Communication	2000
Science and Tsunami - two years later	MSSRF	2006
'Touch and Smell' garden	General	2003
Towards sustainable management of natural resources	Biodiversity	2005
Vision, progress, prospects	Ecotechnology	2004
We shall overcome	MSSRF	2005

All copies available only in English, except for those mentioned.

SUB CATEGORIZED FILM CATALOGUE

S.NO	MAIN TITLE	YEAR OF PRODUCTION
1	BIODIVERSITY	2003
	a) Agrobiodiversity - key to food, health and livelihood security	
	b) Biodiversity, natural resources and rural livelihoods	
	c) Community Agrobiodiversity Centre	
	d) Eastern Ghats - the hills of hope	
	e) Farmers' rights – from legislation to implementation	
	f) From concern to confidence	
	g) Millets for better nutrition, food security and increased income	
h) Towards sustainable management of natural resources		
2	BIOTECHNOLOGY	2004
	a) A way to prosperity – the Kudangulam experience	
	b) Golden Jubilee Biotech Park for Women Society	2001
3	COASTAL SYSTEMS RESEARCH	2000
	a) Mangroves	
	o Mangrove wetlands of Pitchavaram	
	o Message from mangroves of Orissa	
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4	ECOTECHNOLOGY	1998
	a) Eco-entrepreneurship and sustainable development	
	b) Power of partnership	
	c) Vision, progress, prospects	2004
5	INFORMATION EDUCATION COMMUNICATION TECHNOLOGY	2000
	a) Rural Knowledge Centres - reaching the unreached	
6	MSSRF	2005
	a) Fifteen years...fifteen Steps...	
	b) MSSRF- a mirror	
	c) Science & Tsunami - two years later	
	d) We shall overcome	2006
7	GENERAL	2005
	a) Food for all – the spiritual dimension	
	b) In remembrance - Kumbakonam	
	c) 'Touch and Smell' garden	2003

1. BIODIVERSITY

a) Agrobiodiversity - key to food, health and livelihood security

2003

10 mins

The Scarascia Mugnozza Community Gene Bank, established by MSSRF in 1994 to honour the great Italian geneticist with support from the Italian Government, is the first of its kind in the developing world. The gene bank is the apex of a chain of linked gene-seed-grain banks. The gene banks located in Kolli Hills [Tamil Nadu], Wayanad [Kerala], and Jeypore [Orissa] jointly maintain the conservation programme. Sustained efforts in close association with local communities have resulted in revitalizing several races of millets, land races of rice and herbs, which have been saved from extinction and preserved for future use.

b) Biodiversity, natural resources and rural livelihoods

2004

14 mins

The conservation of natural resources to strengthen livelihood security, and address poverty is the theme of this film. At Kolli Hills [Tamil Nadu], Wayanad [Kerala], and Jeypore [Orissa], many endangered varieties of millets, rice and medicinal plants have been brought back into cultivation and reintroduced to the market. This has given confidence to the local communities to venture into eco-friendly micro-enterprises for additional income. The community's role is highlighted with sustainable utilization of biodiversity, community participation, capacity building, and market-linked eco-friendly micro-entrepreneurship. These are the linked strategies adopted for natural resource management and poverty reduction through biodiversity conservation.

c) Community Agrobiodiversity Centre

2002

16 mins 50 secs

The Community Agrobiodiversity Centre (CAbC) of MSSRF at Wayanad has agrobiodiversity as its focus based on documentation of traditional knowledge of tribal communities. The activities have been more in the area of policy advocacy at the local and regional levels, natural resource management, biodiversity conservation, income-generation based on NRM, awareness, education, networking and capacity building, which have provided a distinct edge to CAbC. While aiming

to promote and conserve agrobiodiversity, CAbC also acts as a resource centre for the community.

d) The Eastern Ghats – the hills of hope

2002

15 mins 11 secs

The degradation of the Eastern Ghats, once rich in natural resources, is the result of environmental pollution and unsustainable development. This film exposes habitat destruction as the main cause of biodiversity extinction. The path of degradation draws attention to the necessity of conservation of these natural and biological resources. Traditional methods of agriculture, seasoning and storing of seeds, shown in detail, indicate one way out. The main focus is on the conservation, protection, sustainable and equitable use of the biological wealth of the Eastern Ghats by various methods.

e) Farmers' rights – from legislation to implementation

2002

10 mins

In 1983, the FAO Commission on Plant Genetic Resources chaired by Prof. M.S.Swaminathan attempted to recognize the contributions made to the conservation of plant genetic resources by farmers. The Govt. of India subsequently enacted the Protection of Plant Varieties and Farmers Rights [PPVFR] Act 2000 to comply with international agreements. The Community Agrobiodiversity Centre [CAbC] was established in Wayanad, Kerala of MSSRF to spread awareness among the tribal and farming communities about farmers' rights. Five strategies were chosen to strengthen conservation systems; conservation of rare & endangered plants; creation and linking of conservation enterprises to markets; improving conservation strategies of local communities through peoples' biodiversity registers and aiding the exploration and conservation of local crop varieties as well as conservation education.

f) From concern to confidence

2005

11 mins 53 secs

The Jeypore tract in Orissa, rich in natural resources and cultural diversity, is considered a centre of origin of rice. The tribals living there have over the centuries cultivated, developed and used a large number of crops and varieties or 'landraces' specifically adapted to the region. With the advent of High Yielding Varieties

[HYV] and new varieties, many of the landraces have disappeared. Through Participatory Plant Breeding [PPB], an appropriate pathway for conservation, enhancement and sustainable utilization was found, based on a basket of science-driven agronomic and genetic interventions backed by capacity building. Farmers have been encouraged to establish Village Seed Banks to sustainably manage the rich agricultural biodiversity. The link between traditional wisdom and modern science in the pursuit of conservation of plant genetic resources is clearly visible.

g) Millets for better nutrition food security and increased income

2002

16 mins 31 secs

Traditional millets cultivated in Kolli Hills in Tamil Nadu have declined over the years because of the hard manual labour needed and time involved in processing, as well as the poor price it fetches in the market. Cultivators began to switch to growing tapioca. The attempts made by MSSRF to revive the cultivation of minor millers in Kolli Hills focus on three interventions: creating a market linkage by linking the local producers to a super market in Chennai; reducing drudgery associated with the production of millets by introducing dehusking mills; and facilitating local communities in Village Seed Banks for seed storage. New blood has been pumped into the lives of the millets as well as the communities.

h) Towards sustainable management of natural resources

2005

6 mins 30 secs

To showcase sustainable resource management, MSSRF and Ohio State University [OSU] undertook a project funded by Sir Dorabji Tata Trust to demonstrate improved rainfed agricultural practices through appropriate cropping system using integrated and innovative approaches of soil, water and crop management. The measures in Pudukottai in Tamil Nadu and Ludhiana in Punjab provide the focus for this film, based on work done by three institutions collaboratively. Adoption of alternate cropping systems replacing traditional cropping methods has begun. Owing to the nature of soil and failure of monsoon, the chances of storing water are very little. Traditional measures like drip irrigation, using coir for water conservation, have been demonstrated. Development of sustainable methods of land use including agro-forestry, and introduction of fodder legumes in Punjab have been showcased.

2. BIOTECHNOLOGY

a) A way to prosperity – the Kudangulam experience

2004

10 mins 50 secs

The application of nuclear and biotechnological tools to augment natural resources is supported by the Department of Atomic Energy is a project undertaken in the southern Tamil Nadu region of Kudangulam. Testing of new crop species and developing varieties in groundnut, black gram and green gram with combined research from IGCAR and BARC have been done. This extended the programme to a ‘genetic garden’ with over sixty varieties of fruit crops like guava, sapota, jack, lime, and grapes. The demonstration plots showcases the latest technology and proven to be useful to the farmers. Farmers have shared their views on these experiments to bring social security and science to the doorsteps of the people. The transformation of the arid region which had few real livelihood opportunities is now possible by jointly working with scientific strategies to counter these conditions.

b) Golden Jubilee Biotechnology Park for Women Society

2001

7 mins 22 secs

To encourage woman entrepreneurs in the field of micro-enterprises *Tamilnadu Industrial Development Corporation* and *Department of Biotechnology*, Govt. of India with the technical backing of MSSRF have set up a ‘Biotechnology Park For Women’ at Siruseri spanning over twenty acres and at a cost of around seven crore rupees. This park primarily aims to give scope for entrepreneurship to scientifically trained women as well as livelihood opportunities for poorer women. Medicinal plants with trade value are grown over an area of 14,000 sq. ft. in this park and many micro-enterprises in agriculture, food, health and environment have been developed. Interviews with the women entrepreneurs highlight the challenges and constraints faced by them and their achievements.

3. COASTAL SYSTEMS RESEARCH

a) Mangroves:

Mangroves have a special place among the natural resources of the coast line because of their unique ability to act as ‘bioshields’ protecting the land and people from the vagaries of the sea. “Our primary responsibility both for the well-being of the present generation and to safeguard the future of children yet to be born are to not only to conserve the forests but to rehabilitate and revive the mangrove plantations in our country”, says Prof. M.S.Swaminathan. The films in this category talks about the mangroves plantations that have been conserved in various parts of Tamil Nadu, Andhra Pradesh and Orissa.

- Mangrove wetlands of Pitchavaram in Tamil Nadu

2000

9 mins 3 secs

Pitchavaram near Chidambaram is an area of extensive mangrove wetland where saline and fresh water mix together. “Joint Mangrove Management” in partnership with the Forest Department of Tamil Nadu, has strengthened efforts at restoration of the mangrove forests, conserved with community’s support. A community-based organization –the Village Mangrove Council – has been set up in each village to conserve and develop mangroves. The forest cover of Pitchavaram has increased considerably in the last few years as a result and led to a strengthened ecosystem.

- Message from mangroves of Orissa

2004

9 mins 17 secs

Conservation of biodiversity has shown that unless people and Government work together for the common cause of preserving our bioresources for posterity, biodiversity conservation will be lost. MSSRF has worked on Joint Mangrove Management [JMM] in Orissa giving concurrent attention to land and water. The coastal Mahanadi and Devimouth in Orissa have begun to conserve mangroves by forming village groups called -“Luna Jangal Samrakshana Samithi - LJSS”. The LJSS have identified a unique system “Dhengapalli”, through which groups of families join hands to control the mangrove areas. The other unique feature is the mangrove atlases of Orissa which contains data on demography, density, area and population which have been extremely useful for policy makers.

- **Biological paradise of Andhra Pradesh**

2004

10 mins

The people of Bhairavlanga, Andhra Pradesh have made a long journey over the last few years from poverty and lack of resources, to collectively earning several lakh of rupees. They are part of “Joint Mangrove Management”, whose main aim is to link livelihood and conservation. Alternative means of livelihood helped women to earn more money and to restore degraded mangroves through coordinated community effort. For this restoration process, rigorous communication campaigns were conducted by MSSRF. Income generating and eco-friendly micro-enterprises have brought changes into the lives of the community.

b) Mannar Valaiguda - Gulf of Mannar

2003

Tamil

15 mins 47 secs

The measures taken to conserve marine resources in the coastal regions of Ramanathapuram and Tuticorin of Tamil Nadu are the core of this film. Due to new technical developments in the field of fishing, marine resources have been depleted to a great extent in turn affecting the environment. In a project jointly undertaken by MSSRF, the Central Marine Fisheries Research Institute and the community, towards conservation of the environment, the introduction of alternate value-added livelihoods like pearl farming, fish pickles and agar production as well as the installation of an artificial coral reef has gone a long way.

4. ECOTECHNOLOGY

a) Eco-entrepreneurship

1998

16 mins 30 secs

Various eco-friendly micro-enterprises have been established by the community in Kannivadi, Dindigul district. Their greatest advantage is that these are based on natural resources that are easily available in and around the location. The focus of the film is the incorporation of the latest techniques such as biotechnology which is the secret behind the success of these enterprises. Many units of these micro-enterprises manufacturing eco-friendly products are running profitably. Not only do they provide a regular source of income but also do not degrade the natural resources. The funding for such eco-friendly micro-enterprises is from nationalised

banks. The Reddiyar Chatram Seed Growers Association [RCSGA] and the Rural Knowledge Centres are two dynamic elements of this community project

b) Power of partnership

2004

8 mins 49 secs

'Friends of MSSRF' is an international donor group based in Japan, including both individuals and organizations, committed to sustainable and environmental preservation through poverty alleviation. Friends of MSSRF in collaboration with MSSRF located in Chennai has helped self help groups to establish nearly 125 micro-enterprises utilizing the interest free loans from micro-credit banks. These micro-enterprises function in the field of animal husbandry, coconut oil refining, mushroom cultivation, bio-fertilizers, fish pickles, and paper from banana waste. The micro-credit helps these self help groups to start a new endeavor in addition to strengthening the existing activity. The loan from the micro-credit banks helped the self help groups to leverage macro-credit from the financial institutions paving way to go to scale. Around 1500 families are benefited by the schemes and Rs.25,000 is being earned per annum by each rural community which is considered a true achievement.

c) Vision, progress, prospects

2004

10 mins 31 secs

Developing a solid foundation for the science and art of sustainable development is the key theme of the JRD Tata Ecotechnology Centre of MSSRF. Established in 1996 with generous support from Sir Dorabji Tata Trust, the new building was inaugurated during the year 1998. The centre strives to operationalise sustainable development in the field of agriculture and rural development by promoting job-led economic growth based on a pro-poor, pro-women, pro-nature orientation to technological developments and dissemination through the concepts of biovillage and ecoenterprises. Participatory research, capacity building, and grassroot institution building are the strategies through which the centre is striving to strengthen the process of sustainable development in five blocks in the states of Tamil Nadu, Pondicherry, and Orissa. The village communities produce products like Trichogramma, fungicides like Trichoderma Viride, pseudomonas – paper from banana wastes etc. They use modern information, communication and technology to

manage a weather station, innovative adult literacy programme and a dot.com using the ICT. The centre carries out JRD Tata's vision of building giants and organizations in rural India for sustainable development.

5. INFORMATION, EDUCATION AND COMMUNICATION

a) Rural Knowledge Centres - reaching the unreached

2000

8 mins 31 secs

Information technology has led to unprecedented prosperity, but this has also led to a global digital divide. MSSRF is operating in a project to test if information technology can become an ally in poverty alleviation and whether it can be used for the benefit of the poor rural. Ten Village Knowledge Centres have been set up in the Pondicherry region of southern India. New media in the form of web-based communication tool have been used as a medium to empower the rural fishing community in Pondicherry. The awareness level among the communities in a village in Pondicherry to utilize the rare natural resources and take information technology to the rural masses is the basis for the establishment of these 'Rural Knowledge Centres'.

6. MSSRF

a) Fifteen years... fifteen steps...

2005

22 mins 52 secs

Attempting to capture the first fifteen years of MSSRF's existence, the opening of this film is a powerful animation – a tree growing from its roots, whose branches are the five theme areas:

- Biotechnology
- Biodiversity
- Coastal Systems Research
- Ecotechnology
- Information, Education & Communication.

The importance of community participation and the synergy between science and society is brought out in highlighting the achievements, or "fruits" of the tree. Today, MSSRF has spread its activities to the states of Tamil Nadu, Orissa, Andhra Pradesh and Pondicherry.

b) MSSRF- a mirror

1999

32 mins 18 secs

The film is an encapsulation of MSSRF's work and achievements in six distinct areas. These are:

- Coastal Systems Research
- Biodiversity
- Biotechnology
- Ecotechnology
- Information, education and communication
- Food and livelihood security

Agriculture, sustainable development and reaching the unreached are pervading themes. In short, the 'memoirs of MSSRF' are seen visually.

c) Science and Tsunami: two years later

2006

19 mins 53 secs

In the last two years following the titanic Tsunami of December 2004, MSSRF has focused on three major pathways to rehabilitation and reconstruction, with the support of innumerable donors.

- Ecological security through establishment of bioshields
- Biovillage and agronomic rehabilitation for ensuring livelihood security and
- Village Knowledge Centres and technological interventions for knowledge empowerment

The message is – *'Convert a calamity into an opportunity'*

d) We shall overcome

2005

7 mins

The titanic Tsunami of December 2004 was catastrophic and left many people in severe distress. Many women and children were left homeless. Economic security, ecological security through establishing bioshields, knowledge acquisition and technological support were the possible avenues for rehabilitation which could be taken up, so that the victims of today can overcome in the future. These three messages are presented in this short film.

7. OTHERS

a) **Food for all- the spiritual dimension**

2002

21 mins 23 secs

Despite the diversity of religions and faiths, there is a convergence when it comes to the importance of food. As nourishment for the soul, food transcends the physical to enter the realm of the spirit. The significance of food is here portrayed with a spiritual edge. Showcasing how hospitality and compassion expressed through food can lead to inner peace, ideal food habits and the spiritual significance of food are explained by spiritual leaders from several religions. “A hunger free world” has been the main goal of many philosophers, spiritual and religious leaders.

b) **In remembrance - Kumbakonam**

2005

3 mins

Kumbakonam district in Tamil Nadu witnessed a disastrous fire accident in July 2004 that left the whole district in a state of shock. Dedicated to the 100 children who lost their lives in this gruesome accident, this film pays homage to their memory. This fateful mishap happened due to lack of safety measures, and the film concludes by emphasizing the right of children to a safe, healthy and happy education.

c) **‘Touch and Smell’ garden**

2003

10 mins

This is a project under the ‘Every Child a Scientist’ programme, which considers every child as an innovator and creator. The ‘Touch and Smell’ garden is a unique environment specially designed for the visually challenged children by MSSRF. This film shows that the multi-dimensionality of the nature, Plants that can be identified through a strong sense of smell and touch have been placed in the garden with a brief description in Braille to facilitate an educative and pleasurable learning experience groups of children from schools for the blind visit this garden regularly.

