



IFFI 2024 Films 'Amar Aaj Marega' and 'Swargarath' explore Life, Death, and Comedy with unique narratives

Priyadarshan is the Role Model of Comedy for me: Director Rajat Laxman Kariya

#IFFIWooD, 24 November 2024

The 55th International Film Festival of India (IFFI) witnessed a thought-provoking media interaction as the cast and crew of two films — *Amar Aaj Marega* (Hindi) and *Swargarath* (Assamese) — addressed the media during a Press Conference, today in Panaji, Goa, as part of the festival's dedication to showcasing emerging filmmakers and regional cinema.



Rajat Laxman Kariya, a first-time director, shared his journey of bringing *Amar Aai Marega* to life. A story that began as a dream on paper, Kariya's film made its way to IFFI, a significant achievement that he attributed to his producer Prakash Jha and the National Film Development Corporation (NFDC). Kariya expressed his gratitude for the opportunity to showcase new talent, crediting IFFI 2024 for offering a platform to new voices in cinema.



The film tackles the delicate subject of death with a positive twist. While its title may sound grim — “Amar will die today” — the film conveys the message that “Death is a celebration of Life.” The director spoke of how the film's philosophical approach was influenced by themes of life and death, which were subconsciously reflected in the editing process.

“My movie starts with a quotation from the film ‘Anand’. Although it wasn’t a conscious reference during the making, I realized during editing that the film explores how to celebrate life in the face of death. I don’t think death is a taboo; it’s just a fear people have. In this generation, memes have become popular, and growing up in 2005, I was influenced by Priyadarshan’s comedies like *Bhagam Bhaag* and *Hera Pheri* which became role models for comedy. Today, after 15 years we still make and laugh memes from these films”, he shares saying Priyadarshan is the role model for comedy films.



Director Rajesh Bhuyan spoke about the challenges faced while making 'Swargarath,' a film that uses humour to address the serious topic of death. Bhuyan emphasized how comedy, though often underestimated, is the most difficult genre to master. He credited the film's success to its ability to make people laugh while also provoking thoughts about life, death, and societal values. Bhuyan reflected on the film's critical and commercial success, pointing to its impact on the Assamese film industry and its departure from the region's traditional focus on action and romance.



Writer Santanu Rowmuria discussed how *Swargarath* captures the essence of life and death through the unique perspective of a mortuary van driver and a group of characters, including college students and police officers. Set against the backdrop of India's 2016 demonetization, the film weaves a narrative that blends black comedy with serious social commentary. The film's treatment, Rowmuria added, turned a potentially dark subject into something humorous but meaningful.

"We make a lot of films, but the happiest moment is when you are recognized on a national platform. For people like us from the Northeast, it means a lot. I want to thank and congratulate the entire team; everyone did a fantastic job. Yesterday, I received an offer at IFFI to make this movie in Hindi, and we are proud of that. Thank you, IFFI, for inviting us here," shared Sanjiv Narain – Producer of the film.



Akshata Narain, Producer of *Swargarath*, shared the challenges faced during the production of the Assamese feature film, which was shot during the height of COVID-19 pandemic. Narain expressed pride in completing the project despite the obstacles during the pandemic's challenging times.

The film's success, Narain stated, is a reflection of the strong script and the team's determination to keep going in the face of COVID adversity. She expressed pride in how the story resonated with audiences and showcased the strength of content-driven cinema.

The presser was moderated by Ms. Hiramani. Watch the Press Conference [here](#):

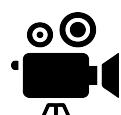
About 'Swargarath'

Swargarath is an Assamese feature film that follows Baikuntha, a mortuary van driver, as he crosses paths with a group of college students and two policemen who come into possession of a bag full of money. Set during the demonetization period of 2016, the film explores the idea that fate governs the path to wealth, with black comedy used to highlight the absurdities of life and death. The film balances humor and social commentary, addressing the pursuit of easy money and its inevitable consequences, culminating in the notion that death is an inescapable part of the human journey. The film, blending moments of farce with reflection, aims to make serious points through a comedic lens.

About 'Amar Aaj Marega'

Amar Aaj Marega is a Hindi non-feature film that follows Amar Singh Bapat, a 62-year-old widower, who plans to end his life, believing that his life has reached perfection. His quiet exit, however, becomes a source of debate for his neighbors as they question his right to die. The film explores the moral dilemmas surrounding suicide, questioning societal views on death and life.

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