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## 55th IFFI pays tribute to Akkineni Nageswara Rao (ANR)

"ANR's Vision Made Telugu Cinema a Force to Be Reckoned With": Nagarjuna Akkineni

#IFFIWood, 22 November 2024

The 55<sup>th</sup> edition of the International Film Festival of India (IFFI) paid tribute to Akkineni Nageswara Rao (ANR), a trailblazer in Indian cinema, through a special session titled "Centenary Special ANR: Celebrating the Life and Works of Akkineni Nageswara Rao". Held at the Kala Academy in Panaji, the session featured his son, Nagarjuna Akkineni, in conversation with acclaimed actress Khushbu Sundar.

The event opened with a tribute video showcasing ANR's legacy and his pivotal role in shaping Telugu cinema. Nagarjuna shared heartfelt memories of his father and highlighted his vision for the industry.

"My father's goal was clear: to make Telugu cinema a force to be reckoned with," Nagarjuna said. "He established Annapurna Studios, which remains a cornerstone of the industry today." He also emphasized ANR's foresight in making Telugu cinema pan-Indian, saying, "His belief that language should not be a barrier was ahead of its time."

Khushbu Sundar engaged Nagarjuna in discussing the responsibility of carrying forward ANR's legacy. Nagarjuna credited his family for preserving ANR's vision through initiatives like the Annapurna College of Film and, adding, "it's about creating a platform for the next generation of

independent thought, and finally, creating, the direct meeting of problems for the next generation of filmmakers."

When asked about a biopic on ANR in an interaction question and answer session, Nagarjuna



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