

CMS VATAVARAN *presents*
**ENVIRONMENTAL AND WILDLIFE FILM
FESTIVAL (DAY 3)**

REPORT

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BACKGROUND OF CMS

CMS is an independent, not-for-profit and multi-disciplinary organization dedicated to research-driven initiatives. It enables policy makers to make informed decisions on development and social change. CMS is recognized for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. CMS is celebrating its 20 years of commitment and concerns.

Over the past two decades, CMS has carved a niche for itself in social research, social development studies and strategies for environment protection, communication studies, public opinion research, training, and performance appraisal. It has large-scale national studies in its portfolio.

CMS operates through specialized teams of professionals with multidimensional expertise. The teams are CMS Environment, CMS Social, CMS Communication, CMS Academy, CMS Transparency Studies, CMS Surveys and CMS Media Lab. CMS VATAVARAN film festival is yet another well-known endeavour that has been well accepted since its inception eight years ago.

CMS is equipped with a sound infrastructure and well informed professionals who head motivated teams.

PROGRAMME

The Environmental and Wildlife Film Festival (Day 3) was conducted at Bhartiya Vidya Bhawan on August 13, 2010 by CMS Vatavaran.

FILMS SCREENED

The films Screenings for Children (10.00 a.m. – 11.30 a.m.) included:

- Lost Home (Non-Verbal), by Makrand Joshi
- The 'Khur' of the Salt Flats (English), by Naresh Bedi
- A Garden Dream (Non-Verbal), by Aarthi, Nilesh Mhaisne and Tushar Suley
- The Silk Route (English), by Gurmeet Sapal
- My Purple Sunbird (English), by Sunil Raj

The films Screenings for Children (10.00 a.m. – 11.30 a.m.) included:

- Payenge Aisa EkJahaan (A Music Video on Climate Change), by Mohd. Akbar and Mohd. Azam Quadri
- Garbage Island - a lost People (English and Marathi), by Amar Sharma
- Fuel Duel (Non-verbal), by Arush, Bhuvan, Arun and Jagdish
- The Farmer and His Goat (Non-Verbal), by B. Raja Sekhar
- Happy Planet (Non-verbal), by Dhiman Vyas
- Green Films by AP Filmmakers

GUESTS OF THE CEREMONY

- Mr. Vedakumar, President, Forum for a Better Hyderabad.
- Mr. JOGARAO, Vice President, Commercial, ITC, Limited.
- Commissioner, Secunderabad Cantonment Board.

FILMS

Lost Home (Non-Verbal), by Makrand Joshi

SYNOPSIS

The film's story begins in the wild, with a chase for hunger and life between the tiger and the deer, beyond the limit of the forest and into a new world where they lose themselves in the harshness of the mechanized and dry jungle of concrete and bricks — the human world. The tiger and the deer are metaphors which show us how far we have gone away from the natural world. In our race for development we have taken a wrong turn away from our simple lifestyles of living in consonance with nature. Can our lives be reversed? The film explores...

DIRECTOR BIOGRAPHY

Makrand Joshi, acclaimed animation director, has worked on Legend of Buddha, nominated for Oscars 2004. He has directed The Load, a short film on population, which won best jury award, South East Asia Film Festival. He has directed various serials and comic arts for international market and contributed in popular productions such as Raju Chacha (animated song), Kids' 10 Commandments, Doonz etc. He is presently a creative director at Reliance BIG animation studio, Pune.

The 'Khur' of the Salt Flats (English), by Naresh Bedi

SYNOPSIS

In Gujarat lies the saline desolate waste of the Little Rann of Kutch - the stronghold of the endangered Indian Wild Ass, the Khur. The film's team merges into the Rann's mirages to emerge with more about the Khur, who stride the severe dust-storms of the Rann and are relieved by the monsoon showers. Viewers learn the adaptation methods of the Khur, the role of territorial stallions and their behavioral aspects. They also glimpse the toils of the salt workers, who produce nearly fifty per cent of India's salt need. They travel with the colorful nomadic livestock breeders, who graze their camels and sheep and wage a relentless battle for food with the Khur.

DIRECTOR BIOGRAPHY

Naresh Bedi graduated in motion picture photography from the premier Film and Television Institute of India in 1969. In 1970, he established Bedi Films with his brother Rajesh, and nurtured it into a leading producer of world class documentaries on wildlife and environment. Without a real tradition of serious wildlife filmmaking in India, the Bedi Brothers struggled initially, but eventually

managed to produce India's first natural history film - The Ganges Gharia, on the highly endangered fish-eating crocodilian. The film brought Naresh Bedi the Panda award for 'Best Wildlife Cameraman', Windscreen 1984, making him the first Asian to win any such recognition. The film also won silver medal, 28th Annual International Film and TV Festival 1985, New York and was screened worldwide as the first film on the elusive animal. Two of their films on the tiger were even nominated for the British Academy Award 1987. Their last production, Cherub of Mist, on the elusive red pandas, was winner at Wildscreen 2006 and has bagged over a dozen prestigious awards in Europe, America and Canada. Their pioneering work has led to the unearthing of several unknown facts about India wildlife, contributing to the scientific knowledge of the subcontinent's natural history. The CMS conferred their highest award, Prithvi Ratna (Jewel of the Earth), endorsed by the United Nations Environment Programme (UNEP), at the CMS VATAVARAN Environment and Wildlife Film Festival 2005, recognizing Naresh Bedi's outstanding contribution to environment and wildlife filmmaking. In March 2007, Wildlife Asia Film Festival, Singapore, conferred the festival's highest honor to Naresh Bedi, the 'Whale Award', for his outstanding contribution to wildlife filmmaking in Asia.

A Garden Dream (Non-Verbal), by Aarthi, Nilesh Mhaisne and Tushar Suley

SYNOPSIS

In Gujarat lies the saline desolate waste of the Little Rann of Kutch - the stronghold of the endangered Indian Wild Ass, the Khur. The film's team merges into the Rann's mirages to emerge with more about the Khur, who stride the severe dust-storms of the Rann and are relieved by the monsoon showers. Viewers learn the adaptation methods of the Khur, the role of territorial stallions and their behavioral aspects. They also glimpse the toils of the salt workers, who produce nearly fifty per cent of India's salt need. They travel with the colorful nomadic livestock breeders, who graze their camels and sheep and wage a relentless battle for food with the Khur.

The Silk Route (English), by Gurmeet Sapal

SYNOPSIS

In a few villages of Jharkhand, a large community of silk rearers is learning to dream again. An ancient tradition has been revived, and is giving the villagers a new means of livelihood, ending their days of chronic poverty. Barely a few years ago, thousands of tribals had given up the traditional vocation of tasar sericulture because of never-ending losses. Thanks to the efforts of Pradan, a voluntary organization, this sector has been revived. It now provides livelihood to thousands of poor villagers in Bihar and Jharkhand. Pradan's efforts have empowered them with modern and scientific techniques of

producing silk. India's current production of tasar silk is way behind the burgeoning demand. The Silk Route is an inspiring story of how tasar sericulture has turned around the lives of tribals in Jharkhand, and more significantly, the promise this sector holds for millions of others living in India's countryside.

DIRECTOR BIOGRAPHY

Gurmeet Sapal is a Delhi-based wildlife filmmaker. A graduate in life sciences, he passed out of radio and TV course from the Indian Institute of Mass Communication in 1998. After a short stint in journalism and TV production, he decided to follow his heart. In 2002 he made his first wildlife film on butterflies called Chasing Butterflies. The film bagged the Vatavaran 2002 award.

In 2004, he made another wildlife film — The Beauty of Dragons. Recently, Sapal has received a UK Environment Film Fellowship to make a film on the crime against leopards. Sapal loves making films for children and has produced software for them, which can explain complex scientific, environmental and geographical phenomenon in the most simplified and interesting manner. When not making wildlife films, he works as director-cameraman. Sapal provides filming services to some of the best broadcasters and companies in the world. His interests are driving, trekking and clicking photographs.

My Purple Sunbird (English), by Sunil Raj

SYNOPSIS

The small yet lovely purple sun bird is a pleasure to watch. All of us have surely seen it but have not been able to look at it closely and observe its activities as we are able to see it only for a moment. There are over 100 species of sun birds. These birds are often mistaken for humming birds. But unlike the humming birds that hover while feeding, sun birds, especially the purple-colored species, found in South Asia, is a wonder to watch. Piercing the flowers with its long filler beak and balancing itself in the air with the continuous fluttering of its wings, it is able to suck nectar with relative ease. Kids simply love these birds. This documentary is an amateur's attempt to picturise some of the most eye-catching aspects of the sun bird's daily life — from feeding on nectar sucked from the flowers in our gardens to the amazing architectural ability of this small bird as it builds its nest. In the film, Rohita, a primary class student, is an avid bird watcher, and especially loves watching sun birds. She narrates her knowledge on sun birds in her own characteristic style and feel. Visual media being especially attractive for children, they will love this short film, as will all nature lovers and environmental enthusiasts.

DIRECTOR BIOGRAPHY

Sunil Raj is a true nature lover. Nature photography and short film making is his passion and hobby. Though he is an officer in the judiciary and spends his official hours with civil and criminal laws, he is

much more comfortable within the natural rules of our environment. He is a self-tutored cameraman, editor, director and a sound engineer. Raj has produced and directed a number of short films. The last film he directed, Nature Ek Teacher, was widely appreciated by nature lovers and children. It has been screened in primary schools, societies and nature film clubs. Besides nature films, he also films, produces, edits and directs other children's films on various social subjects. He has also made a short film, Maa Meri Pyari Maa, saluting great mothers and their loving children. He has also made a documentary on the kite festival of Gujarat, telecast on a private satellite channel. His constant effort is to be as close as

Payenge Aisa EkJahaan (A Music Video on Climate Change), by Mohd. Akbarand Mohd. Azam Quadri

SYNOPSIS

The video deals with the most pressing issue today – climate change. Climate change is precipitating a crisis in our world, changing weather patterns and thus, severely affecting livelihood concerns and lifestyles. Much of the problem is man-made and caused due to irresponsible actions such as indiscriminate burning of fossil fuels, deforestation, pollution from vehicles and non-conservation of natural resources. What kind of a world are we creating?

Garbage Island - a lost People (English and Marathi), by Amar Sharma

SYNOPSIS

Uruli Devachi, a nondescript village situated some 25 kms from Pune, Maharashtra, has been in the eye of the storm, lately. The lives of the people of this once prosperous village have been turned into a living hell, irreparably perhaps. The reason: a dumping ground created by the Pune Municipal Corporation at Urulikanchan, in the vicinity of the village. The dumping ground has brought with it disease and foul air. All the wells in the village have been contaminated and declared unfit for use. The villagers are dependent on water tankers, which do not come regularly, and this has led to an acute water problem. The soil is unfit for agriculture. The PMC trucks are open, which results in spillover of garbage, making the atmosphere highly toxic. Illegal dumping of carcasses of cows and buffaloes add to the problem. The villagers feel shortchanged because the PMC has acquired land from them at a very nominal price and given them unhealthy lives in return. To almost rub it in, the PMC has concretized an area alongside the dump which is used by affluent kids from the city as a place to test their skills at stunt riding. The film deals with the problems which confront the villagers, while the PMC continues to look the other way...

DIRECTOR BIOGRAPHY

Amar Sharma is currently pursuing a post-graduate course in direction at Film and Television Institute of India, Pune. He has done an interview exercise at FTI and made 12 minute fiction film titled Service Charge, other than this 10 minute documentary, Garbage Island/A Lost People.

Fuel Duel (Non-verbal), by Arush, Bhuvan, Arun and Jagdish

SYNOPSIS

Man has been using up fuel at such an alarming rate that we could soon run out of gas on planet earth. Fuel Duel is an animated short film that brings up the ongoing clash of interests between the various fuel sources available to mankind and even suggests a humorous return to natural vehicles as a means of extending our existence on earth. In an interesting way the film depicts the journey of human evolution and shows how human beings have become excessively dependent on machines, especially motorcycles and cars as part of the urban lifestyle. The changing mode of transportation has led to excessive use of fuel, resulting in widespread pollution. The film gives a clear message that one day man has to go back to its roots and shows why it is crucial to save fuel to save our future.

DIRECTOR BIOGRAPHY

Arun Kumar Kolli, MS Arush, Bhuvan Chandra and Jagdish, makers of Fuel Duel, are all pursuing a diploma course in animation engineering from Arena Animation, Dilsukhnagar, Hyderabad. This film, their first group project in 2D animation, was executed as part of a semester-end project.

The Farmer and His Goat (Non-Verbal), by B. Raja Sekhar

SYNOPSIS

Animal sacrifice continues unchecked in some parts of India despite, globalization and modern lifestyles. The animated short film, The Farmer and His Goat, is an attempt to discourage the practice in the best way possible — by creating a hypothetical situation where man becomes the victim of sacrifice at the hands of the same animal he has been slaughtering in the name of religion, for centuries.

Happy Planet (Non-verbal), by Dhimant Vyas

SYNOPSIS

Within man's hectic, mundane, and stressful life, nature and all things natural continues to signify happiness. Happy Planet gives us a glimpse into that simple yet breathtaking beauty of the planet we evolved from. It evokes the need to conserve the environment and save it from extinction.

DIRECTOR BIOGRAPHY

Dhimant Vyas, heads Developments (Animation) Toonz Animation India. He is a Diploma holder in Communication Design with specialization in Animation film Design from National Institute of Design, Ahmedabad. He has a Diploma in Applied Arts from Kala Kendra College of Fine Arts, Gujarat. With more than 10 outstanding TV commercials to his credit, Dhimant has won many awards. Cute Bunny won him Gold Award for Children short film in the Kalamazoo Animation Film Festival, 2003 and Award for Best Animated film for children in the Zevs Animation Film Festival-Bimini, Latvia 2003. His other major awards include Pro-Max Award for MTV Spot 'HORROR' and Gold Award for BIONA-Y-SNORE, Regional Advertising Award, Bangalore.

OPEN FORUM

Akash, Bhartiya Vidya Bhawan (On the film “Yes I can”)

What is the motive behind the movie “Yes I can”?

It is basically to tell the people that pollution starts from home. People have a wrong notion that only the public pollute. But even an individual pollutes. So we must be aware of this and act accordingly.

Vishal, Bhartiya Vidhya Bhawan (On the film “The farmer and the goat”)

What is the message of the movie?

Horses should be given respect. We must appreciate them for their strength.

FEEDBACK

Rajnandini and Fathima, Mahabbuia

Our favorite film was “My purple Sunbird”, because the actress is done a good job. We like the direction also.

S. Bhargavi, Serenity Modern High School

I loved the film festival. I feel it is very useful for students like me. I was never aware of the hunting of tigers before watching these films. “The truth about tigers” was a beautiful film and yes, for our country, we do need tight security to protect our national animal.

Aashritha, Madhavi

I liked the movie “Yes I can” because of its message. I am aware of air pollution and I do try, in my own way in protecting the environment.

IMPACT OF THE FILM FESTIVAL

The Environmental and Wildlife film festival, conducted by CMS Vatavaran proved to be a grand success. Through films, the sight and depth of reality can easily be portrayed. In this way, the film festival threw light on those films whose theme or problem need public attention and awareness. The way the films were excellently directed and shot, simply moved the audience. The students, who visited the film festival, thoroughly enjoyed the whole programme. To many, it was very informative. The awareness of subjects like pollution, tigers, fuel, garbage dumping etc, spread through these documentaries and films, were enlightened.