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In the glitz and glamour of mainstream films, it is easy to sideline movies that aim towards bringing about a change in society. However, it's a good thing that the city has seen a rise in the number of film festivals that are being organised to create awareness about social issues. Kirloskar Vasundhara International Film Festival (KVIFF) in its sixth year is one such event. "The festival invites films from several countries across the globe, from internationally renowned award-winning films as well as from lesser known filmmakers. It is our aim to screen movies that depict topics relevant to environmental issues surrounding us," says Vijay Verma, KVIFF chairman. He adds, "The goal of the festival is not just to entertain but also educate and make people aware. Such a festival also inspires a lot of locals to make environmentally relevant films too."

Screening of films from 25 countries is an interesting crowd-puller, apart from which the festival will also feature green conferences, cultural events, quiz competitions, photo exhibitions and nature walks. Another feature to the festival are the presentations aimed at exploring issues related to environment and sources of energy. NGOs and other environmental experts are participating in this festival organised by Club Vasundhara in association with Pune Municipal Corporation's Indradhanyush.

Opines Virendra Chitrav, festival director, "The festival is more of an environmental movement with its motto to preserve the earth for coming generations and an outstanding feature of the festival is the participation of the youth and their concern for issues related to nature."

Besides, KVIFF also offers a dedicated section to youngsters, photographers, filmmakers and women. The event will also feature environmental conferences like Maharashtra Sahitya Parishad's 'Paryavaran Sahitya Sammelan', Jalbiradari's 'Maharashtrachi Nadi Panchayat', Pune's 'E-waste seminar' and Be Positive — a green conference for college students. The festival will open with the screening of *Pestering Journey* and close with the screening of *Mammals*. That apart, the theme of KVIFF this year is 'Sustainable Lifestyle For All'.

The Vasundhara International Film Festival is not just about entertainment, it also aims to make people aware about the environment



Green in deed!

