

An award for lifetime spent in the wild

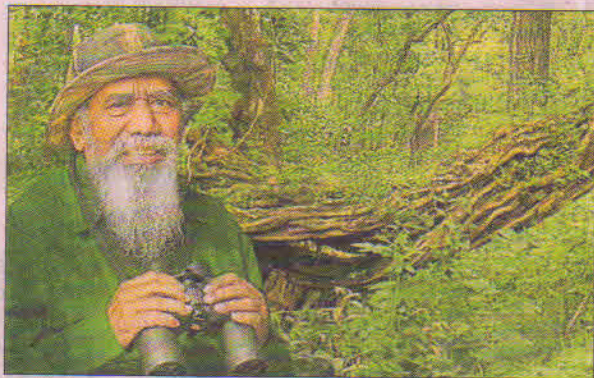
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PUNE: Kirloskar Vasundhara International Film Festival (KVIFF) will be held from January 4 to January 8 at Balgandharva Rang Mandir and Ghole Road Art Gallery.

The festival organisers on Wednesday announced that the Kirloskar Vasundhara Lifetime Achievement Honour will be given to veteran wildlife conservationist and Marathi writer Maruti Chitampalli.

KVIFF is a joint initiative of Kirloskar and Vasundhara Club and is organised in association with Savitribai Phule Pune University, CMS Vatavaran, Ma. Sa. Pa., Go Wild, Square 1, Intach, Sagar Mitra, Jivtynadi, Seri, Seam Edu, Jal Biradari, Pugmarks, Lokayat and associates are WWF, Woodpecker, IDPA, Giripremi, Paryavaran Dakshata



Wildlife conservationist and Marathi writer Maruti Chitampalli. HT

Manch, Bio Spheres.

Around 55 organisations and 50 colleges are associated with this year's festival.

"Taking forward last year's movement of saving rivers, the theme of 12th KVIFF is 'Prevent Pollution, Protect Rivers'," said Virendra Chitrav festival

director. "Rivers have been the lifeline of civilisations for thousands of years and cultures have thrived along its bank, it is depressing to see their deteriorating condition," he added.

Growing urbanisation is rapidly contributing to untreated sewage and toxic industrial waste

being released into the rivers. On the other hand, the use of chemical fertilisers and pesticides in rural areas are equally responsible.

"This year's KVIFF focusses on the issue of 'River Pollution'. Through workshops, seminars and panel discussion, the KVIFF aims at creating large scale awareness on the issue and how individual actions can decrease river pollution," he added.

"KVIFF is the only environmental festival in India, which combines exclusive national-international film screenings and allied activities. It is an innovative attempt to explore nature and analyse issues related to environment, wildlife, energy, air and water. It presents the members with an opportunity to evolve together, on a common platform and work towards preserving nature," said chairman Madhav Chandrachud.