

A film treat and eco bazar for Puneites

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THE 11TH edition of The Kirloskar Vasundhara International Film Festival (KVIFF) is all set to kick off on January 4 across various venues in the city. One of the major highlights of the event is the KVIFF Eco Bazaar, which will be inaugurated on January 6 at 5 pm by Mrunal Kulkarni.

The Eco Bazaar, a new unique activity of KVIFF, is a curated showcase for recycled and upcycled products and other eco-friendly items. "Its main focus is promoting a sustainable lifestyle. We had experimented with this last year and received a very good response, encouraging us to do it at a much larger scale this year," Arti Kirloskar, Convener of KVIFF.

"We had 20 stalls last year and this year we have around 40. We are promoting start-ups and

small-scale enterprises. We don't charge them for putting up their stalls and whatever they earn is entirely theirs," said Virendra Chitrav, Director of KVIFF.

The event will include a line-up of workshops, aimed at creating awareness on ecological issues. Supriya Goturkar, one of the curators, said, "The festival will witness various workshops on incorporating a sustainable lifestyle will be conducted. It will also serve as a platform to interact with experts and organisations, who had been working relentlessly to create alternatives for environmental problems."

Kirloskar spoke about the kind of items that would be sold and how they were made keeping the current trends in mind. "Consumerism is a problem. Instead, people should buy things that don't harm the environment and that is the message we are trying to spread."