



# For Mother Earth

**VASUNDHARA** international film festival is a unique endeavour to disseminate meaningful communication material on **ENVIRONMENTAL ISSUES**

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The *Vasundhara* international film festival has made its presence felt at the right moment, for we now find ourselves entrenched amidst the repercussions that have spurted out from ill-treating the environment. *Vasundhara* in Sanskrit refers to the five elements of nature - environment, wildlife, energy, air and water. The fest therefore derives its name from this word, for it is an innovative endeavour to explore nature and analyse issues that are relevant to its elements. The festival would serve as a medium through which meaningful communication material on environmental issues would be disseminated. Apart from screening nationally and internationally acclaimed short films, documentaries and feature films, the festival would also entail special programmes such as interaction with authors, open forum with filmmakers, slide shows, audio lectures and panel discussions.

Kirloskar and Aashay Films have jointly organised the festival and Virendra Chittrav, the festival director explains to us its genesis. "The Pune Expo Exhibition organ-

ised last year embodied a small film festival on environment. We received an enthusiastic response from the audience at this festival and therefore, we decided to do something similar in the name of *Vasundhara* film festival. Also, there are numerous small-scale festivals dedicated to the environment all across India, but not even one

is designed according to international standards. So, we resolved to introduce a festival in India that commands an international stature," he explains.

The festival will commence with David Attenborough's film, *Are We Changing Planet Earth*, while it would come to a close on a serious issue which the world will

brave within a few years i.e. global dimming. "*Global Dimming*, a Dox production, would be screened at the concluding day and this is the first time that the film will be screened in India. There is another section in the fest, known as Retrospective, wherein eleven films by great directors viz David Attenborough, Shekhar Dattatri and Mike Pandey will be screened. During the festival, a special tribute would also be offered to the late Steve Iyarvin by screening his film, *Crocodile Hunter*," he informs.

Dr Madhavrao Chitale would be honoured with the Vasudhara Sanman on the first day of the festival, while activist Vishwas Kattare, filmmaker Mike Pandey and the *Act Now* organisation would be felicitated with the *Vasundhara Mitra Sanman* during the concluding ceremony of the festival. "Dr Anil Kane, president, World Wind Energy Association will also deliver an audio-visual lecture on *Wind Energy - A Global Scenario*, while authors/activists Kiran Purandare and Sharad Apte will present a live demo on *Bird Call Imitation*," he says while expanding on some of the programmes of the fest.

(The film festival will be held in Pune from March 22 to 29)

