

13th edition of KVIFF inaugurated in Pune

By Anand Chavan

ST CORRESPONDENT

reporters@saalaindia.com

Pune: The opening ceremony of 13th edition of Kirloskar Vasundhara International Film Festival (KVIFF) was inaugurated on Thursday at Balgandharva Rangmandir. The inauguration was done by wildlife filmmaker Shekar Dattatri. Special guests for the event were eminent personalities like S Nallamuthu, R R Deshpande, and Sachin Rai. The formal inauguration of the festival was done symbolically by pouring water in joint vase by all guests present on the date.

The inaugural ceremony of the Kirloskar Vasundhara International Film Festival (KVIFF) started with the screening of Tik Tik, a special music video featuring Indian music artistes urging people to avoid plastics. During the event, Professor Vijay Paranjpye was awarded with Lifetime Achievement honour for his incredible work for watershed development. Other Vasundhara honour such as eco-journalist honour for 2019 was given to Re-



TOGETHER: Madhav Chandreud, Rakhi Chavhan, Rahiba Popere, R R Deshpande, Shekar Dattatri, Atul Kirloskar, Aarti Kirloskar, S Nallamuthu, Sachin Rai, Vijay Paranjpye, Gautam Pandey, Virendra Chitraw at the inauguration of Kirloskar Vasundhara film festival.

chi Chavhan. Celebrated film-maker Gautam Pandey was felicitated with Vasundhara Mitra filmmaker honour and a special Vasundhara Mitra honour was conferred upon Ahmednagar-based activist Rahiba Soma Popere.

The opening ceremony was followed by Vasundhara Talk by Dattatri, where he discussed his experiences of conservation can be done through film. He said, "Filmmaking is a very powerful medium and if used

properly, can create a lot of impact." The opening films of this festival were 'Clash of Tigers' directed by S Nallamuthu and 'From Killer Roads to Humane Highways' by Shekar Dattatri.

KVIFF, which was started in 2006, is a joint initiative of Kirloskar and Vasundhara Club with a mission to spread awareness regarding environment conservation through films from all across the globe to sensitise the citizens of the country. This 13th edition of KV-

IFF will be in line with UN theme 'Beat Plastic Pollution' as the theme of this year festival is 'No to Plastics, yes to Earth'. It will be held at Balgandharva Rangmandir and Ghole Road Art Gallery from January 3 to January 7, 2019.

Other personalities present were Madhav Chandreud, Alok Kirloskar, Aarti Kirloskar and Virendra Chitraw. Atul Kirloskar expressed gratitude for everyone who made this festival successful.