

# 13th edition of KVIFF from Jan 3

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**Pune:** The 13th edition of Kirloskar Vasundhara International Film Festival (KVIFF) will be organised in Pune from January 3 to 7, at Balgandharva Rangmandir and Ghole Art Gallery. This was announced at the press conference by Virendra Chitraw and Madhav Chandrachud, Chairman of the festival, on Wednesday.

Speaking about the upcoming KVIFF, Virendra Chitraw, Festival Director, said, "We will be screening films related to issues like environment, wildlife, energy, air and water but to ensure that the theme of the festival be on the same line with the UN theme of 'Beat Plastic Pollution', thus this year we will be focusing on the issue of plastic pollution as it is a major environmental concern across the globe."

KVIFF, the only envi-

ronmental film festival in India, is a joint initiative of Kirloskar and Vasundhara Club in collaboration with Moving Water Festival, CMS Vatavaran, Ms. Se. Pa., Go Wild, and many such organisations.

Keeping in mind the Beat Plastic Pollution theme of UN, KVIFF's theme this year will be 'No to Plastic. Yes to Earth'. The festival will showcase 10 best movies out of 197 entries competing for the best content. The films will aim to make the young generation aware of the hazards of plastic on the environment. A total of 161 out of 1,200 films from around 28 countries on different themes will be showcased in the festival as well. KVIFF will also screen widely acclaimed movies produced by leading production houses such as Icon Films, Coral Lab, Nat Geo Wild, BBC etc. The festival will open with the screening of film

'Clash of Tigers' directed by renowned wildlife film-maker Nalla Muthu.

"There is no doubt that plastics have made our life easier but it is extremely toxic for the environment and human health. Thus it is very important to create awareness among youth and films are the best way to do," added Madhav Chandrachud, Chairman KVIFF.

This year almost 50 colleges and 50 organisations are participating in the festival. As a part of the awareness campaign, they have conducted awareness lectures for the college students and educated them on how to conserve the environment. They also encouraged the students to make short films on the environment out of which they have selected 16 films which will be screened at the upcoming festival.

Chitraw also declared that 'Kirloskar Vasundhara Sarman' will be given to veteran

environmentalist Chaitram Pawar, who is well known for his work in the development of Baripada village of Dhule district. The 'Green Teacher Award' will be conferred upon Dr. Madhukar Bachulkar and the 'Eco Journalist Honor' will be awarded to Rakhi Chavhan. Seven more Kirloskar Vasundhara Honors will be presented to the personalities for their significant contribution to the field.

They are also organising innovative eco-bazaar which will be dedicated to alternatives for plastics. During the festival, they will be inaugurating the Ramnadi Rejuvenation Project, seminars will be conducted for river conservation. Prominent cartoonist Charabas Pandit will create caricatures of environmental protection. A series of awareness lectures and conferences will be conducted to create awareness among people.