

FILM HARVEST

For the good of the society

In order to spread the message of 'social responsibility', UB City, in association with Sublime Galleria, will be hosting a four-day film festival called 'Film Harvest 2012'. The festival will begin from March 16 and will continue till March 20. The objective of the festival is to create an annual event that will provide an international platform for film-makers from across the world.

National and international movies, which will convey the message of social responsibility, will be the part of the festival. The films have been carefully chosen by film-maker Girish Kasarvalli and Santhanum, selector and programmer of Bangalore, Chennai, Pune and Lucknow international film festivals.

The chairperson of 'Film Harvest 2012', Uzma Irfan, said the festival aims to bring people from all strata of the society together. "As they earn more, people forget their duties towards society. This film festival will focus on those movies, which has a deep social meaning in them. This a platform for



GREAT CHOICE Srinivasa Santhanum, Ricky Kej, Girish Kasarvalli and Uzma Irfan.

film-makers all over the world," Uzma said.

Movies from the USA, Belgium, Argentina, France, Italy, Spain, Austria, Poland, Russia, Sweden and Iran will be screened along with Marathi and Malayalam films.

Talking about the Kannada movies, film-maker Girish Kasarvalli said, "People from Karnataka watches all kinds of movies but less of Kanna-

da films. Kannada movies can't be promoted on national channels as it requires double the money. The promotion of a Bollywood movie is done extensively, which is why people go to watch them."

Ask him why the film festival is not showcasing more regional Indian movies, Girish said, "We used to conduct *Chitra Prabha* in Bangalore. At the time, we no-

ticed that people don't come to watch Manipuri or Assamese movies. They seemed to be more interested in watching international movies."

Girish also said that even if only a few people come for 'Film Harvest 2012', it will at least sow the seeds of social responsibility and will make one aware of his or her duty towards the society.

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