



सत्यमेव जयते  
Cultural Wing

Embassy of India, Abu Dhabi



## PRESS RELEASE

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### **INAUGURAL CEREMONY OF INDIAN FILM SOCIETY OF UNITED ARAB EMIRATES & INDIAN FILM FESTIVAL 19-21 APRIL 2012 EMBASSY OF INDIA AUDITORIUM, ABU DHABI**

**Embassy of India (Cultural Wing)** in association with **Indian Film Society of United Arab Emirates** takes pleasure in announcing the 'Inauguration Celebrations of IFSUAE' on 19<sup>th</sup> April 2012, followed by a 3 day INDIAN FILM FESTIVAL, that includes Arabic short film screenings, seminar, lectures and dialogue with filmmakers. IFSUAE will be inaugurated by **H. E. Mr. M. K. Lokesh (Ambassador of INDIA to UAE)** on 19<sup>th</sup> April 2012, at Embassy of India auditorium.

Indian Film Society of United Arab Emirates (IFSUAE) is a nonprofit, member supported group of enthusiastic film lovers supported by the **Cultural Wing of Embassy of India, Abu Dhabi**. IFSUAE's fundamental objective is to bring together the people who have been missing in the film related activities in Abu Dhabi. We promise the audience a rich package of meaningful and engaging films from India, interactive sessions with filmmakers, actors, their retrospectives and much more. IFSUAE will screen a varied program of high quality films at embassy auditorium where film lovers gather and meet filmmakers.

IFSUAE is guided by an Advisory Board of accomplished filmmakers; **Dr. Adoor Gopalakrishnan, Dr. Jabbar Patel, Shri. Girish Kasaravalli and Shri. Goutam Ghose**. The Advisory Board supports IFSUAE's mission of promoting the study and appreciation of film by allowing IFSUAE to draw on the talents of distinguished filmmakers and successful film industry professionals.

IFSUAE is affiliated to '**The Pune International Film Festival**'. **PIFF** offers a contemporary and liberal platform for the filmmakers of the world to exhibit the excellence of the film art. The aim of the Festival is mainly to contribute to the understanding and appreciation of cultures of different nations while presenting the complex human situations of the rapidly changing world in the globalized era.

We take immense pleasure in announcing that we are also associated with **Abu Dhabi Film Commission**, is part of the Media Zone Authority – Abu Dhabi. It was launched in 2009 and has a mandate to support the development of Abu Dhabi's growing film & TV industry and promote the Emirate as a production and filming location.

IFSUAE is also associated with **Indian Media Forum** and **India Social & Cultural Centre, Abu Dhabi**. We are extremely happy to announce that a 2 day Indian Film Festival has been arranged at Dubai on 20<sup>th</sup> and 21<sup>st</sup> April 2012 and a 'seminar and discussion with filmmakers' has been arranged at India Social & Cultural Centre, Abu Dhabi on 20<sup>th</sup> April 2012 at 9.00 am.



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The intention of the IFSUAE is also to facilitate education of the public in the knowledge, understanding and enjoyment of the art of Indian classic and contemporary films. This including the projection of cinematic achievements of UAE filmmakers and interchange of dialogues through workshops, that would further strengthen the INDIA-UAE cultural relations.

The society will promote the study and appreciation of film by means of screening, lectures, discussions, exhibitions and other related activities;

Monthly screening of Indian films to a worldwide audience.

Organize Annual Indian Film Festival to promote good films and filmmakers.

Acts as a service and resource center for Indian Cinema for festivals and various organizations in UAE.

Organize workshop, training, panel discussions and lectures with leading filmmakers from the Indian film industry.

Provide an opportunity to discuss films through a film discussion group.

Organize educational outreach programs to the schools, universities and community groups in UAE.

Promote and build an interested, aware and educated audience.

The inaugural ceremony of the IFSUAE and the INDIAN FILM FESTIVAL will be held in the evening of 19<sup>th</sup> April 2012 at Embassy of India auditorium. The chief guest of the event will be H.E. Mr. M. K. Lokesh (Indian Ambassador to UAE). Other guests of the evening are;

Padmavibhushan Dr. Adoor Gopalakrishnan (Dadasaheb Phalke Award Winner)

Padmasree Girish Kasaravalli

Dr. Jabbar Patel

Shri. Goutam Ghose

Shri. Peter Scarlet (Executive Director, Abu Dhabi International Film Festival)

Ms. Marcelle Aleid (Deputy Director, Abu Dhabi Film Commission)

The three day 'INDIAN FILM FESTIVAL' will showcase a diverse selection of four films which fall outside the commercial criteria and provides a thoughtful message to the audience. The festival will also screen Arabic and Indian short films from UAE filmmakers and Indian expatriate filmmakers. The objective behind this event is to showcase quality Indian cinema and Arabic short films to the Abu Dhabi international community.

The festival will open on April 19 with the screening of **ELIPPATHAYAM (RAT TRAP)** a film directed by Dr. Adoor Gopalakrishnan. ELIPPATHAYAM is critically considered by many to be one of the most outstanding pieces in Adoor Gopalakrishnan's filmography. Arguably the true heir to Satyajit Ray, Adoor Gopalakrishnan is one of India's most outstanding filmmakers and *Rat-Trap* was the first film to bring him widespread International acclaim. The film won the British Film Institute award for Most Original and Imaginative film shown at the National Film Theatre. The film was shown at a number of film festivals around the world, including the Cannes Film Festival.

The film revolves around a middle-aged man and his three sisters; and their struggle to let go of Kerala's feudal system of life. His elder sister fights for her share of the property, whilst his younger sister works for her brother like a slave. Eventually, succumbing to the adverse conditions surrounding him, he withdraws like a rat into a hole. The Rat Trap acts as a metaphor to understand how the women are placed within the feudal system of Kerala.



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### **AWARDS**

British Film Institute (UK)

Won - Most Original and Imaginative film shown at the National Film Theatre

London Film Festival (UK)

Won – Southerland Trophy

National Film Awards (India)

Won - Silver Lotus Award – Best Audiography

Won - Silver Lotus Award – Best Regional Film

Kerala State Film Awards

Won – Best Film

The festival will close on April 21 with **UMBARTHA (Marathi)** directed by National Award Winning Director Dr. Jabbar Patel. UMBARTHA is about a woman's dream to step out of the four walls of the house, assume greater responsibility as a citizen and to play an important role in shaping the society. It is about her passion to do something constructive for the abused, assaulted, neglected and traumatized womenfolk of the society she lives in. It is about her strong urge to create a niche for herself and achieve recognition and satisfaction through social work.

Opportunity knocks on her door when the protagonist Sulabha Mahajan (played by Smita Patil) gets a job offer as Superintendent of a Women's Reformatory Home in a remote town. The job offer raises objections from her lawyer husband and conservative mother-in-law who refuse to understand her need to move to the town and work for rehabilitation of the women. Determined Sulabha nevertheless goes ahead with her dream job. The story follows the challenges she meets at her new endeavor and how she overcomes it including her husband's decision to settle with a new partner (shown towards the end of the film). UMBARTHA is a path-breaking film in many ways. Not only did it show the protagonist as someone who can think for her herself and her fellow citizens brought to the fore the issues of corruption and red-tapism in government-run care homes.

### **AWARDS**

National Film Award:

Won - Best Feature Film in Marathi

Maharashtra State Film Awards:

Won - Best Film

Won - Best Director (Dr. Jabbar Patel)

Won - Best Actress (Smita Patil)

Other films to be screened as part of the festival are:

**Kanaseмба Kudureyaneri (Riding a Stallion called Dream) – Kannada**  
**Directed by Girish Kasaravalli**

The film is based on a short story named "Savari", written by Amaresh Nudgoni. A brilliant film, that deals with the life of a terribly poor couple, Hiriyanна and Rudri. While Rudri works at a farm, Hiriyanна is a professional grave digger and waits for someone in the village to die, so that he gets to do some work.



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Hiriyanna and Rudri might be very poor but they seem happy and content in each other's company. The twist in the tale comes when Hiriyanna dreams of someone being dead in the film. Hiriyanna's belief in his dream is so strong that he is sure that the elderly, comatose patriarch is dead. And Rudri dreams of Guru Siddha visiting their home. Hiriyanna is shattered when he is made to believe that his dream has not come true. This is a touching tale of faith and belief and heart-breaks and mainly dealing with the class struggle.

The film beautifully exposes the materialistic attitude of people. It leaves you wondering whether destroying one's beliefs is the only way to progress; whether there are chances of beliefs being mistaken for superstitions just because the ones who hold these beliefs are not part of the mainstream.

#### **AWARDS**

National Film Award

Won - Best Screen Play

Won – Best Feature film in Kannada

#### **MONER MANUSH – (BENGALI)**

**Directed by Goutam Ghose**

MONER MANUSH has been regarded as one of the best creations of recent times. The effort from Goutam Ghosh comes in the time of growing Bengali movies, making it certain that the revival of golden period of Bengali cinema is not far away.

Rabindranath Tagore's elder brother Jyotirindranath Tagore, a Western educated bright young man from the 19th century Bengal met the octogenarian Lalan Fakir and drew a portrait of the poet saint in the former houseboat afloat on the Padma river. Jyotirindranath, an urban intellectual exchange views with the man of native wisdom. Their exchange of ideas forms the cinematic narrative of this film. The narrative is a saga of the life and time of Lalan Fakir and his liberal sect who lived a life of high order in an otherwise superstitious 19th century Indian society. Lalan inherited the best of the liberal and enlightened tradition of Hinduism, Buddhism and Islam to develop a philosophy of life which is extremely secular and tolerant. Thus became an easy prey for the fundamentalists from the Hindu and the Muslim institutions. They were the parallel stream flowing freely in the heart of rural Bengal when men like Tagore were germinating ideas of the Bengal Renaissance. The love and compassion of Lalan is relevant more than ever in today's world of intolerance and hate.

#### **AWARDS**

National Film Award

Won Nargis Dutt Award for Best Feature Film on National Integration

41<sup>st</sup> International Film Festival – Goa

Won Best Film Award

The festival will also screen the following Arabic and Indian Short Films:

**THE INTRUDER** (Arabic) Directed by Majid Al Ansari

**EHSAAS – THE REALIZATION** (Hindi) Directed by Sunil Nair

**THE LAST HOPE** (Arabic) Directed by Ibrahim Al Marzouqi

**MAD CAMEL** (Arabic) Directed by Mohammed Ahmed Fikree

**LIFE OF STONE** (Arabic) Directed by Moath Bin Hafez

**Admission to the festival and other events are free and open to the public.**