

# CONNECT

## INDYWOOD EXCELLENCE AWARDS 2017



### RECENT PROJECTS



## Editor's Voice

The year 2017 which just ended is an eventful year for Prasad Group companies with a lot of recognition coming for the good work done by us in the media & entertainment space and educational services. A bouquet of 4 awards to Prasad by Indywood Film Carnival is one among them. We appreciate and cherish these awards as it motivates and encourages us to do better.

Kodak joining hands with Prasad in the digitization efforts of Film Content is indeed a great news for all of us and particularly so to die hard film laboratorians like me and the cinematographer brethren as we know that Kodak is synonymous with Film. We adore this company for its pioneering work in imaging technology and its excellent products and services that helped to make some of the greatest movies ever in the history of motion picture.

Yet another great event which we can be proud of is "The Film Restoration and Preservation Workshop" conducted at Prasad Digital Film Laboratory, Chennai by Mr. Shivendra Dungapur's Film Heritage Foundation with the support of Prasad Corporation Pvt Ltd. This partnership showcases Prasad's foresight in its support for restoration efforts of film material for archival and preservation for posterity.

S.Sivaraman - Editor

## Kodak and Prasad launch integrated film digitization and archiving initiative in the UK



Kodak and Prasad Corporation, owners of DFT (Digital Film Technology), come together for a joint strategic initiative to provide digitization and archiving services for the UK market. The new facility, operated by KODAK Digital Services London, includes a state-of-the-art 4K Scanity HDR film scanner with full WetGate functionality, which is the first of its kind to be available in the UK.

Manufactured in Germany by Digital Film Technology (DFT), a subsidiary of Prasad Corporation Pvt. Ltd, the new scanner provides complete scanning solutions for Dailies, Mastering, and Archive film in a range of resolutions from 0.5K to 4K.

The scanner employs unique triple exposure technology to facilitate constant scanning speeds, which dramatically improves time and cost barriers when scanning high density or historically-aged film content. Scanity HDR has been designed to manage even the most delicate film including notched or damaged edges, warped and even severely shrunken film.

## Recent Installations



In addition to the recent installation of Scanity HDR at Kodak in London, 2017 for DFT has been very busy with more Scanity HDR and Sondor installations worldwide. We will have more details on these in the next edition of CONNECT, plus an update on delivery of DFT's new 16mm Wetgate system.

## Indywood IT Excellence Awards 2017

The prestigious Indywood IT Excellence Awards 2017 honored Prasad as a key player in the Media & Entertainment sector with 4 awards under different categories. The Awards were received by Mr.Ramesh Prasad and Mr.Abhishek Prasad. The event took place at Ramoji Film City in Hyderabad between December 01 and 04 2017.

1. Indywood IT Excellence Award - Prasad Group
2. Personality of the Year - Sai Prasad Akkineni
3. IFBA 2017, Best Film Institute - L V Prasad Film and TV Academy
4. Best Sound Restoration facility - Prasad Corp

Congratulations and thanks to one and all who made this possible.



## Film Preservation & Restoration Workshop at Prasad, Chennai

Film Preservation & Restoration Workshop, an initiative of Film Heritage Foundation (FHF) to develop trained manpower to preserve the cinematic heritage of the region was supported by Prasad Corporation and was held at the Chennai campus of Prasad Digital Film Labs between 7th and 14th of October 2017. This important workshop organized by The International Federation of Film Archives (FIAF) and FHF saw an international force of training professionals from some of the best archives and organizations in the world converging on Chennai. 52 participants from across India, Sri Lanka, Nepal and Bangladesh were trained in the processes to preserve, archive and restore films and film memorabilia including posters, scripts, photographs, lobby cards and other articles that make up the fabric of the region's cinema history. Eminent experts from across the globe including David Walsh, FIAF's Training and Outreach Coordinator, Camille Blot-Wellens from FIAF, Tina Kelly from Imperial War Museums, Dawn Jaros from The Academy of Motion Picture Arts & Sciences, Emilie Cauquy from La Cinémathèque française, Mick Newnham, Former Manager of Conservation Services at the NFSA and Marianna De Sanctis from L'Immagine Ritrovata, Bologna amongst others comprised the faculty of the workshop. The event was supported and endorsed by Film personalities including Mani Rathnam, Kamal Hassan, Adoor Gopalakrishnan and film historian Mohan Raman. Shivendra Singh Dungarpur award-winning filmmaker, archivist and founder director of Film Heritage Foundation was instrumental in planning and organizing this workshop.



## Sales Meet



Prasad Corporation Pvt Ltd arranged a strategy meet at Intercontinental Resort, Chennai on 7th & 8th November 2017 to discuss and plan the future activities.

The program was attended by the heads of business development from Chennai and Mumbai.

## Students Interaction with Mahesh Narayanan at L.V.Prasad Film & TV Academy, Thiruvananthapuram

Well known editor and the director of the film 'TAKE OFF' had an interaction with the students of LV Prasad Film & TV Academy, Thiruvananthapuram. TAKE OFF won a Special Jury Award at IFFI-2017 and the lead actress Parvathi won the Silver Peacock Award for Best Actress. Students had a lively interaction with Mahesh on the making of the film as well as his experiences in the industry as a leading film editor.



## AMIA 2017 in New Orleans, LA



The AMIA 2017 conference was attended by over 650 professionals. The event was held in New Orleans, Louisiana, USA. Prasad and DFT were proud sponsors of this event. Once again, our booth provided a great place to meet with many people working in the motion picture studios and archives, who provided us a better understanding of what their needs are and what we can do to help them achieve their goals.

## Documentary Workshop at L.V.Prasad Film & TV Academy, Thiruvananthapuram

A 5-day documentary workshop was held for the students of both Chennai & Thiruvananthapuram at the latter campus from September 18th to 22nd 2017. Mr.P.Baburaj, National Award winning documentary filmmaker, conducted the workshop and was followed by the students executing 4 projects, one each on a Violin teacher, 'A Thattukada' (wayside eatery), College of Fine Arts and Thanal (an NGO).



## Interaction with Sreebala K Menon at LVPA, Thiruvananthapuram



Students of the 5th batch of Weekend Digital Filmmaking Course had an interaction with the writer- filmmaker Sreebala K Menon. She explained the work pattern as a crew member in the mainstream industry as well as her roles as a writer and film director. Sreebala had been an Associate Director with Sathyan Anthikad before doing her debut Director project 'LOVE 24X7' with Dileep in the lead role. She is also a well-known writer of short stories.



## Master Class by Shivendra Singh Dungarpur at LVPA, Chennai



Well known Indian filmmaker, producer, archivist and restorer Mr. Shivendra Singh Dungarpur kept the students of LVPA, Chennai spellbound for two hours on 4th October 2017 during his master class. He began his class talking about his two documentaries "Celluloid Man" and "Immortals" and later spent time talking about his forthcoming documentary on "Czech New Wave" and his encounters with present East European filmmakers during the shoot of that Documentary. Following this he interacted with the students of the Academy.

He invited all students to attend the evening screenings of restored classics at Prasad Lab Preview Theatre which was held as part of the Film Preservation & Restoration Workshop. Prior to his master class his documentary "IMMORTALS" was screened for the students.

## Master class by Iravati Harshe



Marathi theatre and screen actor Ms. Iravati Harshe gave an engaging Master Class on 13th October 2017 on "Directing Actors for Screen". The master class was held in the form of a conversation between Sivakumar Mohanan, Head of Direction Department and Irawati. She shared her experiences working with many young Indian filmmakers. She stressed the point that an acting course should be an indispensable part of any serious film school since filmmakers finally tell their stories through actors. A lively interactive session followed with the students.

## Master Class on “Czech Cinema”



Michal Bregant who is currently the director of National Film Archive of Czechoslovakia and former Dean of the famous FAMU film school of Prague gave a very exciting and informative masterclass on Czech Cinema to the students of L.V.Prasad Film & TV Academy, Chennai. This master class which went on for about 90 minutes was held in the form of a conversation between Sivakumar Mohanan and Michal. During his masterclass he talked about history and the current status of Czech Cinema. He also talked about Czech masters such as Jiri Menzel and Karel Kachyana and interacted with the students.

## Master Class on “Movie Business”



Well known producer, exhibitor and distributor Mr. Abirami Ramanathan gave a master class on “Movie Business” for the students of LVPA Chennai. He talked about the complexity of the movie business today and explained why single screens are the past and only multiplexes will stay. He also stressed the point that young film makers should not launch their career without knowledge of how the movie business works.

## Short Term Courses at L.V.Prasad Film & TV Academy, Chennai



The Weekend courses ‘Direction for Film & TV’, ‘Digital Cinematography’ and ‘Acting for Cinema’ in Chennai campus concluded on a high note. Sri Ganesh, the Director of recent hit and critically acclaimed film ‘8 Thottakkal’ joined the team and gave the certificates to the successful students in a warm and informal function.

## Welcome to Prasad Group

Jiju Gopal.G - Engineer (Sound Dept) LV Prasad Film & TV Academy, Thiruvananthapuram

### Prasad Media Corporation Ltd., Hyderabad

Koppula Surya, Manager - Operations  
Kanchetti Sudheer Kumar, General Manager - Operations  
CH Vinod Kumar, Associate - Fun Factory  
J Mahender, Associate - Concessions  
G Sandeep Reddy, Associate - Concessions  
M Ranjeeth Behra, Associate - Concessions  
Mahmmad Abdul Rasheed, Associate - Concessions  
A Nagaraju, Associate - Concessions  
G Harish, Associate - Concessions  
CH Vishnu Vardhan Reddy, Associate - Concessions  
Kodi Sai Krishna, Associate - Concessions  
A Naresh, Associate - Concessions  
Ramulu, Associate - Concessions  
V Prashanth, Associate - Fun Factory  
K Gopi, Associate - Fun Factory  
M Markandeya, Associate - Fun Factory  
M Prem Kumar, Associate - Fun Factory  
V Peer Singh, Associate - Fun Factory  
N Sunil, Associate - Fun Factory

## Film Bazaar at IFFI 2017



NFDC's Film Bazaar at the International Film Festival of (IFFI) 2017 was held at the Marriott Goa from 20th to 24th November 2017 and was supported by Prasad Corporation. The Prasad Digital Intermediate (DI) awards were presented to Ivan Ayr's, 'Soni' (Film Bazaar Recommends 2017 section) and Kannada film 'Balekempa' (The Bangle Seller) directed by Ere Gowda (Work-In-Progress Lab 2017 section). The awards were given by Mr. Jaiprakash Naidu, Executive Director of Prasad Digital Film Labs, Mumbai.

Film Bazaar is the largest South Asian film market. It encourages creative and financial collaboration between the South Asian and International film communities. Created and organized by the National Film Development Corporation (NFDC), Film Bazaar has evolved into South Asia's global film market from its beginnings in 2007. Prasad Corporation has been associated with Film Bazaar right from the beginning.

## Prasads - Hyderabad's Pride

1. A week-long Interfaith event aimed at youngsters titled as 'Agaaz-e-Baatcheet' was launched by Rubaroo in collaboration with the British Deputy High Commission. Mr Andrew Fleming, British Deputy High Commissioner for Telangana and Andhra Pradesh visited Prasads for this event.
2. People visiting Prasads on 8th December, were taken by surprise as a unique flash-mob group, 'Dance with Purpose, performed for a very special cause with the aim to create awareness about respiratory ailments and how a disease like asthma should not come in people's way to lead a healthy normal life.
3. Royal Enfield displayed its new models at Prasads.
4. Keventers promoted its Milkshake products at Prasads.



Prasad Corporation Private Limited, Chennai organized a **Badminton Tournament** for men. Matches are scheduled from December 2017. The finals will be played during January 2018.

**Christmas** was celebrated grandly at our Chennai office. Santa Claus toured across departments along with a team of Carol singers. This culminated in celebrations with exciting games and gifts for the employees.



### Monthly Birthday Bash at Prasad Corporation, Hyderabad



- Team HR

## Fire Fighting Training



A training program on Fire Fighting was imparted to the employees of PRASADS on 19th December 2017. The program was attended by more than 100 employees who attend to customer service, housekeeping and maintenance of the mall.

## Baby News

PXD, Kerala

Arun Babu - Senior engineer was blessed with a baby girl on 05/09/2017

Nebun Mathew - Content acquisition was blessed with a baby boy on 10/07/2017

Adarsh - Support engineer was blessed with a baby boy on 09/03/2017

Rajeesh - office assistant was blessed with a baby girl on 08/02/2017

**Team Building Activities** for Restoration department was conducted in December 2017 at Prasad, Mumbai



- Team HR



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*The next issue of CONNECT covering the months of January, February & March 2018 will be published in April 2018. Please email your articles (before 15th March 2018), news (before 30th March 2018) and suggestions to [info@pdfi.in](mailto:info@pdfi.in)*