

CONNECT

RECENT PROJECTS



Nandita Das, Chief Guest
at L.V. Prasad Film & TV Academy
Convocation Day

Editor's Voice



“The Planet Earth we live in does not belong to us, we belong to it. We have not inherited it from our parents, we have only borrowed it from our children, grand children ...”

It is a beautiful saying, whosoever has said it. Our company realises this fact and pursues environmental friendly policies that would make our planet a better place to live in for future generations. We installed Wind Mills almost 15 years ago and Solar Panels a few years ago - a farsighted decision indeed. Recently we installed roof top Solar Panels to power LV Prasad Film & TV Academy building in the lab campus at Chennai. Several years back itself we installed a much larger capacity of solar panels at our Mall & Multiplex complex at Hyderabad and added further capacity last year. Thus, tapping into renewable sources of energy by adapting to newer technologies in areas concerned has been our endeavour. “Pollute less and leave less carbon footprint ” is a policy we follow consciously to reduce Green House Effect and Global Warming which is a threat the world faces now.

Celebrated actor Nandita Das was the Chief Guest at the 13th Convocation day of LV Prasad Film & TV Academy. Being a thinking actor she shared her perspective on matters concerning the industry, students and young filmmakers. Another proud moment for all of us at Prasad is that DFT launched OXScan, large format high resolution film scanner, which is a breakthrough in digitization technology.

S.Sivaraman - Editor

DFT LAUNCHES OXSCAN LARGE FORMAT, HIGH RESOLUTION FILM SCANNER

dft, the world's leading provider of high-end film image and audio scanning solutions launched a brand-new large format, high resolution, film scanner, called OXScan.

OXScan has been designed in response to a growing trend of new 'ScanOnce' large film format productions, within the feature film industry. Producing exceptionally high-quality, high resolution images, OXScan is a true 14K, 16Bit RGB scanner – the first commercially available scanner at this level.

Designed initially for 65mm Original Camera Negative film, OXScan will be extending its capabilities over the coming period to manage other large formats, such as 70mm 15 perf, for the post and archive sectors. OXScan will be available after IBC, initially on a rental only basis.

Alongside OXScan, dft will be showing their flagship film scanner, Scanity HDR, with proven 35mm and 16mm WetGate technology at IBC. The WetGate technology provides a fast organic delivery for the ingest and management of difficult to solve historical film transfer issues – such as dust and scratch removal, and is ideal for archive owners who need a fast, touchless scanner that can also manage the range of problems associated with old and aged film. Scanity HDR will also be showcasing its latest operating software, on Ubuntu, providing improvements for changing deliverables.

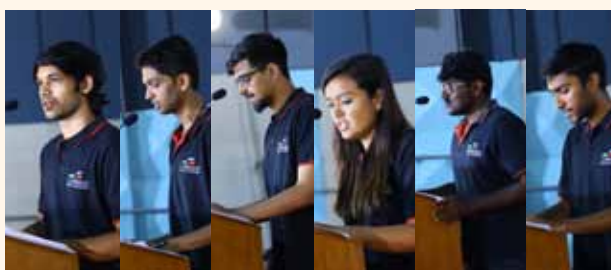
Simon Carter, Sales & Marketing Director, dft said: “We are very excited to be unveiling OXScan, our newly developed large format film scanner, for the first time at IBC. The new scanner enhances our existing product range, whilst providing the ever-evolving ScanOnce market with a new large format ideal scanning solution for their needs.”

“We are also very proud to be detailing the Scanity WetGate solution, which has evolved in accordance with the requirements of the archive markets, to become both easier and faster to use. The WetGate has demonstrated remarkable results for our customers, enabling many of the issues associated with historically-aged film to be addressed at the scanning stage – saving valuable time and money.”

dft counts major archives worldwide among its customers, including but not limited to the British Film Institute (BFI), Dutch Institute for Sound and Vision, the Korean Film Archive (KOFA), Malaysian National Film Development Corporation (FINAS), Packard Humanities Institute (PHI), National Library of Norway (NBR), National Film and Sound Archive of Australia (NFSA), Library and Archives Canada (LAC), The Slovak Film Institute (SFÚ), The Film Institute Netherlands (EYE), National Audio-Visual Archive of Finland (KAVA), Russian State Archive Gosteleradiofond (GTRF), Israel Film Archive (IFA), The Swedish Film Institute (SFI), the Royal Thai Archive & Thai Film Archives, The National Film Board of Canada and Library of Congress.

L.V.Prasad Film & TV Academy - 13th Convocation Day

The 13th Convocation Day of L.V.Prasad Film & TV Academy got off to a great start with the arrival of our Chief Guest Ms.Nandita Das. She was warmly received by Kavita Prasad, Director of Prasad Corporation Pvt Ltd. The function was held at the iconic Prasad 70mm Theater which was filled to capacity as usual. Passing out students received their Post Graduate Diploma and Diploma certificates from the Chief Guest. Our 'Academy Awards', as we fondly call it, were announced to thunderous applause and presented by the respective Jury Members for the categories of Direction, Cinematography, Editing and Sound. The Winners are listed in the next page.



JURY & THE AWARD WINNERS

Our Honorable Jury Members for this years' Awards were Mr. Simon Selvaraj, Mr. Andrew Luis, Ms. Remya, Mr. Palanivel, Mr. Ravi Shankar and Ms. Dhamayanthi.

Direction

Gold - APARICHITHAR, Anandha Krishnan M
Silver - STRANGERS IN THE NIGHT, Jatin Suryavanshi
Bronze - VADHA, Sai Mahesh D
Special Mention - HIJI BIJ BIJI, Ankush Bhattacharya

Editing

Gold - STRANGERS IN THE NIGHT, Sandesh S
Silver - VADHA, Sankara Swamy Naidu
Bronze - PRATHIPALANA, Amar Krishna
Special Mention - APARICHITHAR, Pratyush Chandran R

Cinematography

Gold - VADHA, Aditya Dalmia
Silver - MONSOON, Vysakh Murali Menon
Bronze - PRATHIPALANA, Soumik Dutta
Special Mention - HIJI BIJ BIJI, Karan Modi

Sound Design

Gold - Number 48, Hari Hara Sudhan
Silver - SAMAYARKARI, Ayushi Anil



Times Marathi Films ICON 2019 Award

Mr. Jaiprakash Naidu, Executive Director, Prasad Digital Film Labs, Mumbai presented the Times Marathi Films ICON 2019 Award to Mr. Mahesh Manjrekar at an event held on 30th September 2019 at Hyatt Regency, Mumbai.

Prasads - 16th Annual Day Celebration



PRASADS celebrated their Annual Founding day and Independence day on 03.08.2019 and 15.08.2019 respectively.

Prasads - Flash Mob



Vegan India movement organized a flash mob dance at PRASADS on the themes of Cube of Truth and Independence day with performers of Rooteswas over 3 weekends, spanning May to June 2019.



Prasad's Wind Farm at Gudimangalam, Coimbatore has 7 WTGs (Wind Mills) which together has a generating capacity of 1.69 Mega Watts of power that meets nearly 50% of our consumption at Chennai Studio and Lab campuses. Our aim is to take it up to 100%. We recently installed Roof Top Solar Panels in our Chennai Lab Campus which generate 100 KW of power. LV Prasad Film & TV Academy building in the Lab Campus is now entirely powered by solar energy. Plans are on to install an additional 140 KW capacity at Chennai Lab campus. Prasad's iconic Mall Multiplex complex at Hyderabad already has much larger Roof Top Solar Panels functioning since many years. In the beginning of this year, further capacity addition was done.

Homage



With deep regret we announce the passing away of Mrs. A. Vijayalakshmi wife of our beloved Managing Director Mr. A. Ramesh Prasad & mother of our Director Mr.A. Sai Prasad.

Auto shows at Prasads



The latest model of SKODA RAPID was displayed for promotion at PRASADS on July 2019. KTM bike was also on promotional display at PRASADS in September 2019 in the main Atrium of the Mall.

Prasads - Training for Employees



PRASADS conducted an induction program for its new employees as part of its regular training and development activity.

Prasads - NILOUFER Cafe Promotion



NILOUFER Café, the oldest such Cafe in Hyderabad (since 1978) conducted a promotional activity at PRASADS.

Sye Raa Narasimha Reddy - Trailer Launch



Megastar Chiranjeevi starrer Sye Raa Narasimha's trailer was launched in the presence of our Managing Director & veteran Producer Mr. Ramesh Prasad, Producer Sharrath Marrar, Director Surender Reddy and Actor-producer Ram Charan.

Prasads - Kargil Vijay Diwas



20th Anniversary of Kargil Vijay Diwas was conducted at PRASADS by Army Public School, Bolaram on 26th July 2019.

Employees of the Month - PRASADS, Multiplex & Mall

August



September



Ms. SUMITRA
Associate



Ms. SUGUNA
Associate



Ms. LAKSHMI
Associate



Mr. PARMESH
Associate



Mr. MAHEENDER
Accounts



Mr. RAMU
Projectionist



Mr. RAMANJANEYULU
Associate



Ms. MUMTAZ
Associate



Ms. NAVYA
Associate



Ms. SUBALAKSHMI
Associate



Ms. RAJESWARI
Fun Factory

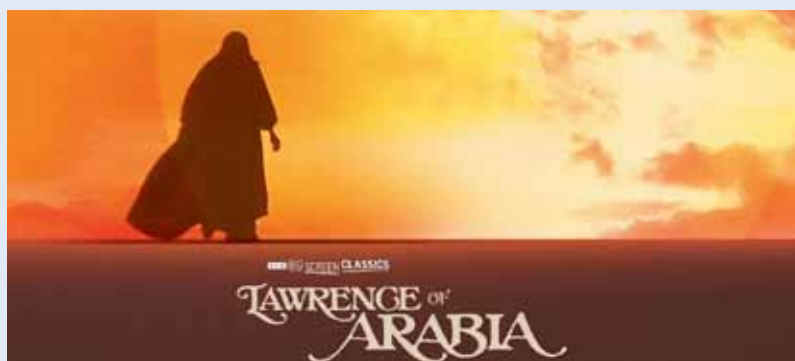


Mr. MAHENDER
Accounts



Mr. DEVENDER
Fun Factory

Restored by Prasad Corp



Legendary film Director David Lean's 'Lawrence of Arabia' (1962), starring Peter O'Toole in the lead as TE Lawrence along with Alec Guinness, Anthony Quinn, Jack Hawkins, and Omar Sharif was back in the big screen to recreate the old magic. Prasad Corporation is proud to be associated with Sony Pictures for the restoration of the film. Lawrence of Arabia was nominated for 10 Oscars and won 7 in the 1963 Academy Awards, including Best Picture and Best Director. It also won the Golden Globe Award for Best Motion Picture – Drama and the BAFTA Awards for Best Film and Outstanding British Film.

Digitized with dft's Scanity



Once Upon a Time... in Hollywood (2019), a film set in 1969, written and directed by Quentin Tarantino starring Leonardo DiCaprio, Brad Pitt and Margot Robbie was shot on celluloid film and released in the film format. Once Upon a Time... in Hollywood had its premiere at the Cannes Film Festival in May, where it was the only movie in the Official Competition to be projected in 35mm. dft's Scanity was used to digitize the negative in 4K Resolution.

Short Term Courses - Chennai Certificate Distribution



Writer and Director Andrew Louis was the Chief Guest for the L V Prasad Film & TV Academy Short Term Courses valedictory function held on 10th August 2019 for Direction for Film & TV, Digital Cinematography - Level II & Digital Editing Students. Andrew Louis is the Writer & Director of feature films including Kolaikaran and Leelai amongst others.

New Academic Year begins at LVPA



Excited students, parents and faculty, all gathered on 4th September 2019 at the Preview Theater of LV Prasad Film & TV Academy's Digital Lab campus to participate in the orientation program and start off on their classes. The orientation program was headed by Mr.Santanu Chatterjee, Director – Academics, Mr.Sivaraman, Director – Operations and Prachee Mukherjee, Director – Professional Development. The courses that commenced were Direction, Cinematography, Editing and Sound.

Birthday Wishes

Prasad, Mumbai celebrated the birthdays of July, August, September born employees:

Abhishek Maurya	01-Jul-1991
Rajesh Chaudhary	03-Jul-1990
Rahul Singh	07-Jul-1989
Deepak Jain	07-Jul-1996
Sunil Chitte	09-Jul-1977
Rajan Sahani	09-Jul-1997
Chandan Mishra	10-Jul-1986
Anthony Nair	14-Jul-1980
Ayasha Priya	15-Jul-1983
L. Saravanan	17-Jul-1979
Nitin Raghunath Mane	18-Jul-1980
Dinesh Kumar Gaud	19-Jul-1990
Kaustubh Shinde	31-Jul-1992
Faiz Khatib	01-Aug-1967
Umesh Tadge	02-Aug-1986
Manoj Goswami	02-Aug-1990
Vikas Chavan	04-Aug-1987
Rajendra Chouhan	04-Aug-1995
Nilesh Ghonge	23-Aug-1980
Pappu Singh	01-Sep-1986
Kishan Solanki	13-Sep-1998
Vishal Bhosale	15-Sep-1986
Ganesh Khinchirao	19-Sep-1979
Kirit Savla	21-Sep-1981
Mangesh Kolambkar	22-Sep-1988
Aakanksha Mathur	27-Sep-1988

Sathyabama is now an Academic partner of LVPA



Sathyabama Institute of Science and Technology is now an Academic Partner of LVPA. Through this association, LVPA will be sharing knowledge by conducting Industrial Visits and Guest Lectures for students of Sathyabama.

Workshop at Trivandrum Campus



Film Acting workshop is tailor-made for those with little or no acting experience and trains participants to draw upon all different acting techniques. The workshop was led by Sunitha C.V actor, casting director and an alumni of Prague Film School.

L V Prasad Film & TV Academy provides Outreach programs and Industrial visits



L V Prasad Film & TV Academy in its quest to provide knowledge to college students, conducts free sessions across India and encourages industrial visits to the campus at Chennai. Some of the Colleges served in the past month include M.O.P. Vaishnav College for Women, St. Thomas College of Arts and Science, Alva's College, Kristu Jayanti College, Manipal Institute of Communication and Nitte Institute of Communication. To schedule your program and visits, Contact : enquiry@prasadacademy.com

LVPA - Bengaluru Campus



Digital Film Making (Short term course) of 5th & 6th batch students was conducted during July and August 2019 at Bengaluru campus of L.V.Prasad Film & TV Academy by Mentor Mr. G.S. Bhaskar & Mr. Vinod Raja. At the same time 4th batch students were also busy with their project shooting.

Congratulations

CONNECT Congratulates the Performance Champions of Prasad Group. We express our appreciation to the achievers:



Mr. Sankar -
PXD - Chennai



Mr. Padma Prasad
LV Prasad Film & TV
Academy Chennai



Mr. Sujith -
Prasad Corporation
Pvt Ltd, Mumbai



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The next issue of CONNECT covering the months of October, November and December 2019 will be published in January 2020.
Please email your articles (before 15th December 2019), news (before 30th December 2019) and suggestions to info@pdfi.in