



EFX Prasad, CFSI and Bhargava Pictures win big at 54th National Awards

By MRIGANK DHANIWALA and ANKITA SHAH

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The 54th National Film Awards of The Ministry of Information and Broadcasting, Government of India, were announced on June 10, 2008. The award for the Best Special Effects has been won by Chennai based EFX Prasad Corporation for its cutting edge work in Rakesh Roshan's *Krrish. Kittu*, a 2D animated feature in Telugu won the award for the Best Animation Film (Feature Film Category) while Meren Imchen's *Nokpokliba*, produced by Children's Film Society-India, won the award for the Best Animation Film in the non-feature film category.

"This is our seventh award. Receiving an award from the President of India in the Rashtrapati Bhavan is a great honour. It is a salute to the entire EFX team that worked so hard on this film," remarked EFX's Corporate Communications Manager C Vijay Shekar.

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The jury, in a citation, lauded EFX Prasad for its "impressive effects and technical finesse that enhances the magical quality of the film". The award will comprise of a Rajat Kamal and cash prize of Rs 50,000.

Produced and directed by Rakesh Roshan, *Krrish* has more than a thousand VFX shots spanning about 90-minutes of screen time. Craig Mumma and Marc Kolbe, who did the VFX for *Koi Mil Gaya* supervised the VFX for *Krrish*. Around 80 artists worked on the visual effects, which took almost six months to complete.

Talking to **AnimationXpress.com**, EFX Prasad Executive Producer of VFX, Kilari Hima Kumar said, "It was a team effort, which involved very high-end 3D modeling and animation, including whole body scans. A lot of 3D models of cars, bikes, helicopter, birds and animals were created and animated to match live-action footage. Complicated wire removals and compositing work was minutely executed and so were critical special effects that add intensity to images and action shots. A whole futuristic 3D set was designed and implemented by the

team at EFX Prasad. The fire sequences were the most challenging as they were shot live, and then composited,”

Bhargava Pictures' *Kittu*, touted to be the first animated film in Telugu is produced by K Bhargava, directed by B Satya and animated by Kodavanti Bharaj. All three won the Swarna Kamal and cash prize of Rs one lakh each.

Kittu is a 120-minute long 2D animation film about the adventures of a naughty and careless kid monkey in a jungle.

Produced by the Children's Film Society, India (CFSI) *Nokpokliba*, a 35mm, 8.5 minute Hindi film directed and animated by Meren Imchen, won the award for the Best Animation Film in the non-feature film category. Both CFSI and Meren Imchen will receive Rajat Kamal and a cash prize of Rs. 50,000 each. The story of *Nokpokliba* is about a magician who brings justice to the people through his magic and is based on folklore from Nagaland.

Added Imchen, "I'm very happy and this award was really unexpected. I feel very privileged and hope that I get more opportunities to make stories based on Nagaland. Many folk tales are passed on through word of mouth and are not documented. This tradition no longer exists, and hence I felt the need to document them through animation for children."

The jury for the awards included Buddhadeb Dasgupta, Rahul Dholakia, P Sheshadri, Ratnottama Sengupta, Shekhar Das among others.

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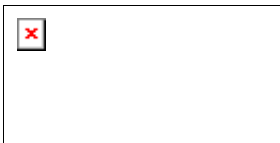
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