



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

By MRIGANK DHANIWALA and ANKITA SHAH

(11 June 2008 10:30 pm)

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.

ADVERTISEMENT



"Program from the Industry"
in **"GAME ART"**
AAG has a tie up with Lakshya Digital,
Which makes Students eligible for
consideration for employment in Lakshya
Digital

Contact Us: **0120-4231 611, +91
9999031107**
www.aag.co.in

BASED JUST ON THE CURRICULUM REVIEW,
PREFERENTIAL PLACEMENT
OPPORTUNITIES EXTENDED FOR WWW STUDENTS
BY SEVERAL PRIME STUDIOS ACROSS INDIA,
VIZ - ANIRIGHTS, FUTURE THOUGHTS, PIXION, AND MORE...

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.

mrigank.dhaniwala@animationxpress.com
ankita.shah@animationxpress.com

Related Stories:

[EFX - Prasad wins SICA awards for excellence in FX](#)

[VFX galore in Yamadonga by Prasad EFX](#)

[Autodesk FICCI BAF Awards 2007 get bumper response](#)

ADVERTISEMENT

	<p>Maya Academy of Advanced Cinematics (MAAC) are Leaders in Animation and VFX Training having the highest number of Autodesk Certified Instructors and their Students work is assessed & Certified by the University of Cambridge International Examinations. Tel:-91-22-26731145-8, Fax: 91-22-6730961 Website: www.maacindia.com email: info@maacmail.com</p>
---	---



Recruitment Classifieds

Tata Interactive Systems (TIS), a part of the \$10 billion Tata Group, is among the world's premier custom e-learning organization. TIS is an SEI-CMM and PCMM



TATA INTERACTIVE SYSTEMS
Changing the way the world learns

Level 5 company, and has been in business for over 17 years, with more than 700 projects to its credit in the areas of corporate training, education, universities and continuing education, and government and defense. Its team of over 700 multi-disciplinary professionals comprises project managers, content developers, 3-D animators and modelers, graphic designers, software engineers, and instructional designers.

We are looking for following professionals. [Click Here](#) for more details.

Candidates should specify the job code in the subject line (ANIM EXP _Designation)

Email: shantia@tatainteractive.com , Website: www.tatainteractive.com



Redchillies.vfx invites you to work on some of the most interesting & challenging projects and be a part of our new Studio in Andheri.

Recent Projects: OM SHANTI OM, CHAKDE INDIA, & DON Apply on vfxcareers@redchillies.com with your showreel.

[Click here](#) for openings available. NOTE: We require candidates with an EXPERIENCE OF 2 YEARS & MORE. (Kindly mention the post applied for in Subject of the mail)

Upcoming, edgy TV production house is looking for **Story-board artists, Look Development Artists, Cartoonists, Illustrators** to work full time / freelance for bringing TV concepts to life. Send your resumes with work samples to televisiont@yahoo.com



DQE- Our work over the years has spoken for itself. The passion and persistence of **DQites** for **quality** and **timely deliveries** has opened up more avenues for **DQE** in the **International Animation Space**. To cater to our bandwidth of increasing operations, we are looking clickhere to [Read](#)



BIG Animation (I) Pvt. Ltd. An award winning animated content creation Company is seeking various 2D + 3D talents for IMMEDIATE onsite projects with skills in Layout Art, Storyboard Art, 2D Flash Animation, BG + Matte Painting, 3D Modeling, Rigging, Animation, Texturing, SFX, Cloth + Hair Simulation and Compositing. We offer a great deal of creative opportunity for those wanting to be part of an original content creation team. Send your resume today - hr@biganimation.com. come join our winning team.

Paprikaas Interactive Services Pvt. Ltd. Paprikaas Interactive is seeking talented artists and technologists



to work on international animation and gaming projects at our fast growing studio. Modelers and texturing artists, Character animators, Lighting Artists, Riggers, Compositors, Mel scripters, Programmers (C++), System Administrators and Production Coordinators with 1 - 4 years of experience may please contact us at jobs@paprikaas.com



Maya Entertainment Ltd. is hiring senior and mid-level CG artists for its upcoming slate of new projects in features, game cinematics and TV. MEL is one of India`s biggest and most reputed studios, and has recently moved to a beautiful new facility in Malad. MEL has delivered BAFTA and Pulcinella nominated work as well as several exciting game cinematics, and is starting up some major feature projects. [Click Here](#) for more details

ANTS STUDIO PVT LTD., Leading Animation Training Institute in India, having centers across the country is seeking for Trainers



Technical Executive - 2D (**Classical Animation & Preferably from Fine Arts Background**)

Technical Executive - 3D (**Well versed in Maya and 3DSMAX**)

Technical Executive - WEB (**Knowledge in FLASH, Photoshop, Dreamweaver, Image Ready, Swish MAX & other related tools**)

Contact us with CV at hr@antsindia.com

Cornershop Animation Company Pvt. Ltd, an Essel Group company is an animation studio diversified into ad films, short and long format series is looking for **Business Development Executives/Managers.**



Candidates should be MBA/PGDBM in Marketing with minimum of 2-3 years in Business Development activities. Should be aggressive and have excellent presentation and persuasion skills. Profile includes tracking current market trends and developments in animation field, making presentations and pitching for new clients and maintaining existing client relationships.

Candidates should possess good contacts with Advertisement Agencies and other media companies. A little exposure to animation shall be preferred though not essential.

Salary shall be as per industry standards with a good career growth.

Interested may Pl put in their resumes in jobs@cornershop.in

The logo for AAG, featuring the letters 'AAG' in a bold, yellow, 3D-style font with a slight shadow.

we need people who can join us in developing short animation films for festivals, create and develop own concepts and ideas and lead young talented youth to creative heights and dream to do what they want to do, in 2d, 3d, vfx or experimental including clay. Contact Us: 0120-4231 611,22,33, 09999031104. Email: info@aag.co.in URL: www.aag.co.in



Maac Junior-Toon Club, India's leading animation learning for children brand, requires the following personnel.

[Click here](#) for more details.

The logo for OGS Animation, featuring the text 'OGS Animation' in a stylized, blue, bubbly font.

OGS Animation is looking for Pre Production Artist, Modelers, Texturing & Lighting Artist, Characters Riggers & Animators, Render Artist, and Composer. Contact info@OGSanimation.com, ogsanimation@gmail.com.

The logo for Pixion, featuring the word 'PIXION' in a green, lowercase, sans-serif font.

Pixion a 100% subsidiary of **Century Communication Ltd**, one of the fastest growing entertainment services companies in India established in 1995, rapidly grown to a company strength of more than 400 highly trained and motivated individuals with offices in Delhi,Mumbai,Chennai and London. [Click here](#) for more Details.



Apart from creating the finest Indian feature and animation effects house we are building a creative powerhouse. A Company on par with a handful of Companies in Hollywood and elsewhere. We are aiming at the most creative and inventive work available, on the biggest films out there. We are achieving this by creating India`s first company that`s built from the ground-up for film effects, world-class training by experienced supervisors, sourced globally, and the backing of Eros International, the world`s largest distributor of Indian films. [Click here](#) for more details. Contact on 022-26732543 email ad: h.kumar@eyeqube.com

SA Limited, creators of India's first-ever full-length Block Buster and award winning animation



film, Hanuman, invites you to work on some of its most exciting & challenging projects in the field of animation and gaming including Full-length 2D/3D Animation feature films, Serials and commercials.
[Click here](#) for more details.



Visitor / Consulting Faculty (Part time)

India's largest Digital Media training college ICAT invites outstanding professionals from Animation, Visual Effects, Game Design and Game Programming studios, working in various specialties to visit our campuses (Chennai, Hyderabad, and Bangalore) to share their knowledge with aspiring students on limited, part time basis. The engagement can be, even on holidays and weekends and extend from 1 day to 1 week. All visitors will be paid an appearance fees and in exceptional cases return travel and hospitality cost may also be covered.

We also have opening for full time position as **Faculty / Lecturer/Senior Lecturer /Professors** for Animation, Visual Effects, Game Design and Game Programming

For further details please visit
www.icat.ac.in/jobs.asp or mail hr@icat.ac.in

Phonethics is an original short form content creation company based in Mumbai focused on creating original IPs and deploying them on Next-Gen platforms primarily - web and mobile. We produced The First Film Ever to be premiered on Mobile Phones in India - Ctrl +Alt +Del (a 25 min. film in English, starring 'Rahul Bose', released on Reliance Mobiles in Dec 2006) and are currently producing a lot more short form content.



We've various job openings for creative professionals in animation, graphic design and post-production:

Job Title:
**2d Artists - Illustrators/ Animators - Flash
Graphic Artists - Texturing/ Bg/ Layout artists -
Photoshop, Flash/ Freehand**

[Click here](#) for more details.
Mail resumes to: saurabh@phonethics.in or
vishal@phonethics.in



[Animation Xpress.com](#) is looking for Web Designers, Journalists and Marketing Professionals. To know more [click here](#)

Help expand the reach of Animation 'xpress!

Fill in 5 email addresses of people whom you know would like to read the publication.

Your Email: Feedback:

Referred Emails :-

<input type="text"/>	<input type="button" value="Ok"/>				
----------------------	----------------------	----------------------	----------------------	----------------------	-----------------------------------

Rate this Article

Poor Average Good Excellent Your Email here

Animation Xpress.com is an Indiantelevision.com publication

Indiantelevision.com

Log on. Stay Better informed

Interact

[Email this Page](#)

[Feedback](#)

Research

[Animation Xpress.com](#)

[Indiantelevision.com](#)