

connect

EDITOR'S VOICE

Dear Friends,

"B +ve" Well, you definitely don't expect me to talk about blood group. Yes, you guessed it, its all about attitude (Be Positive). "The cup is half full and half empty" thus goes the old adage. It all depends how you look at it. In fact the quality of life depends on how you look at things. A positive attitude not only changes one's life, it has the power to change the society, the nation and the world itself.

The year 2005 which just passed proved the pessimists wrong. Despite many ups and downs, overall it was a very good year. There was revival of world economy. Asian economy in particular was booming. The economic indicators of India too showed that it is in the trajectory of fast growth next only to China. However there was unprecedented human tragedy caused by natural calamities and acts of terrorism in which innocent people were killed. But look at the positive side of it. This event showcased human compassion of unprecedented magnitude. The spontaneity with which people from all over the world irrespective of caste, creed, religion and race reacted to this great human tragedy and sent money and relief to help their less fortunate brethren to rebuild their lives was really gratifying. Above all these, we saw in it "The triumph of human spirit". How the tsunami-affected people overcame their grief and rose like phoenix from the ashes to rebuild their lives.

In the film industry too there were ups and downs. The industry was in cross roads like never before. The threat of digital technology was looming large over the film technology. Ironically the statistics proved otherwise. It was a good year for the film industry in general and the South Indian film industry in particular. The Tamil film industry saw 4 super hits, 5 hits and a good number of films broke even. The trend was similar for Telugu, Malayalam and Kannada films as well. No doubt the future of film (celluloid) is uncertain. At the moment it is in a state of flux. But the film production activity will continue to thrive, be it in celluloid or digital as long as creativity exists. Even if celluloid loses ground temporarily it will definitely stage a come back. Arnie style "I will be back". Look at how the good old radio has made a come back in its new avatar as FM radio like Radio Mirchi, Suryan FM and World Space etc when people are fed up with the idiot box. So let us look beyond the trees to see the forest and beyond the horizon to see the sea further. Let us see opportunity in every threat. B +ve.

S.Sivaraman
Editor

RECENT PROJECTS AT PRASAD GROUP



Digital Intermediate, Lab Services by Prasad EFX & Prasad Film Labs, Mumbai



DI, Visual Effects, Lab Services by Prasad Group



Lab Services by Prasad Film Laboratories, Hyderabad



Lab Services by Prasad Film Laboratories, Thiruvananthapuram



DVD Authoring by Prasad Video Digital, Chennai



Lab Services by Prasad Film Laboratories, Chennai



HD to Film conversion and Digital Color Grading by EFX, Chennai



Lab Services by Prasad Film Laboratories, Bangalore



Lab Services by Prasad Film Laboratories, Bhubaneswar

CONNECT LAUNCH



Mr. Ramesh Prasad launched 'Connect' at Prasad Film Labs, Chennai. The first issue was presented to M/s Bolan and Krishnamurthy, the oldest employees of the Lab. Connect has received a warm response from the employees of Prasad Group from all over India, Dubai, Singapore and Hollywood. Connect, as the name suggests is all about connecting Prasad Group offices and its people together into one conglomerate force. Send your very valuable inputs, suggestions and views to connect@prasadgroup.org and help in making the 'connection stronger'.



10th INTERNATIONAL FILM FESTIVAL OF KERALA, THIRUVANANTHAPURAM

IFFK 2005 was held between 9- 16th of December 2005 in Thiruvananthapuram. Prasad Group was invited to participate in this event and make presentations towards disseminating knowledge and supporting the growth of the Malayalam Film Industry.

On 13th December Mr.Hariharan and Mr.Sunny Joseph of L.V.Prasad Film & TV Academy participated in the discussion forum and talked about the importance of formal education for film professionals and the offerings and strengths of L.V.Prasad Academy. On 14th December Mr.Mohan Krishnan gave a presentation on behalf of EFX on Digital Intermediate showcasing scenes from 'Taj Mahal'. Both presentations evoked good response and was held in the Sree and Kairali Theatres in Thiruvananthapuram.



35th INTERNATIONAL FILM FESTIVAL OF INDIA, GOA

CII Invited Prasad Group to make a presentation on the Post Production Industry in India. M/s.Sivaraman and Mohan Krishnan represented Prasad Group to an elite audience and jointly presented a detailed picture of the Indian Post production Industry highlighting various facilities in India, capacities and quality advantages. The event was held on 24th November in Kala Bhavan Auditorium in Panjim City, Goa.



Sivaraman of Prasad Labs, Aruna Harprasad of KAS Movie Makers, Vishwajit Sahay, Director (Films) Ministry of Information & Broadcasting at the workshop on "India, the shooting and post production hub"

'THAVAMAAI THAVAMIRUNDHU' - PRESS MEET

Director Cheran's latest mega hit film was shot using a High Definition (HD) Camera and was post produced at Prasad Facilities in Chennai. HD to film transfer, digital color grading, negative processing, release printing and audio services were provided by Prasad. EFX conducted a press conference with Mr.Cheran to announce the HD process to the media. The press conference held on 25.12.05 was attended by a host of press reporters. Mr.Cheran spent a lot of time patiently answering the multitude of questions from the press.



BROOKLYN UNIVERSITY AND L.V.PRASAD FILM & TV ACADEMY - BRIDGING CULTURES

It was indeed a dream come true for both our students and the young students from Brooklyn College in New York. Led by Prof Annette Danto the Brooklyn students got down to business from day one by studying the logistics of producing 3 documentary films, one each on social service centers like The Banyan, The Sivananda Orphanage and the Clarke's School for the Deaf. The workshop was a collaborative effort in scripting and executing the production of these short films within just ten days time. On the 6th of January we even had a short film festival showcasing documentaries from several colleges in Chennai along with the works of our students and even one from Brooklyn. Sri Ramesh Prasad graced the occasion and distributed certificates to all the participating student filmmakers and in his own inimitable



way stressed the importance of dedicating oneself to deliver high quality film products along with good social themes. The challenges were plenty. The Brooklyn students were visiting India for the first time and so not only did they have to get over a serious jet lag and get adjusted to 'idlis and vadas' for breakfast but they had to also work with Academy students who were not only rooted but also well versed in the art and craft of filmmaking. Therefore, we as members of the Academy had to make them feel at home so that they could pick up the best of what these great service institutions could offer. Of course comparisons were bound to crop up between the worlds of the East and the West! But when it came to the language of cinema we were all one! Both students blended seamlessly, be it as sound recordists or as cinematographers in order to achieve a common goal. The

first three days were devoted to writing the script and another three days for shooting and the last four was reserved for editing. Miraculously within ten days after intense debates, arguments and emotional scenes of rare camaraderie, the films were completed. For Prof Danto and me it was just unbelievable that a total of 32 students could get together for the first time and without much ado could realize three short dreams which will deeply benefit these great service organizations.

K.Hariharan, Director, L.V.Prasad Film & TV Academy

NASSCOM 'ANIMATION INDIA 2006'

Our Director Mr. Sai Prasad was invited as a speaker to NASSCOM 'Animation India 2006', held in Hyderabad between 12-13 January 2006, to deliver a talk on 'VFX -the Indian scenario and what is required to move up to global standards'. The event offered a unique and rare opportunity for the mingling of country delegations and key practitioners / decision makers / top executives representing the Animation & Gaming industry, Government and the media. The response to the conference was most heartening and the feedback has been very positive according to NASSCOM.



GOING GLOBAL - THE CHENNAI CINEMA STYLE

As the L.V. Prasad Film & TV Academy completes one trimester some interesting thoughts come to me. First of all, locating the Academy in the sprawling campus of the Prasad Studios has been a kind of godsend.

For some strange reasons Tamil Cinema and the film industry of Chennai has always been imagined by the Indian mainstream as a disciplined system where shootings and recordings take place on time with artists and technicians cooperating with the producers in a systematic manner. By and large this is true and it has allowed for a considerable amount of advancement in the way Tamil filmmakers here have managed to exercise experimentations into their works. No wonder that super stars like Shah Rukh and Aishwarya Rai are prepared to bend over backwards to work in films made by a Mani Ratnam or a Rajiv Menon. Our students had the opportunity to meet Om Puri who had come to Chennai to work for Priyadarshan's Hindi film and several other film directors and cameramen who regularly frequent the Prasad Studios for their shootings.



During the hour long meeting with our students Om Puri stressed the importance of punctuality and studying the art of cinema in a methodical manner. In another meeting with Rajiv Menon students came to know about his views on the usage of modern devices and storyboards which enhance clarity in communication between the filmmakers and other crew members. Tamil Cinema is also seen as the introductory ground for a lot of innovations and special effects and the last few years has seen a resurgence of films replete with all kinds of gizmos and digital magic. Films like "Anniyan", "Mumbai Express", "Gilli", "Samy", and even the mega blockbuster "Chandramukhi" consist of large chunks of footage elaborately designed in the special-effects floors and suites of Chennai's elaborate network of high tech digital studios. What looks like a simple accident in the opening of Mani Ratnam's "Ayidha Ezhuthu" is actually a complex matrix of about 26 different shots all sandwiched in the systems at EFX. I have a strange feeling that the future of digital cinema will be heralded by filmmakers from Chennai and I am confident that the Academy will play a major role in the execution of such a dream. Students had a great time interacting with director Cheran on the successful completion of his latest film, 'Thavamai Thavamirundhu' shot entirely on high-definition video, as he answered innumerable questions fielded to him.

From several points of view it is becoming obvious that Indian Cinema has to look global if it has to become a meaningful experience and entering the digital arena is its first step. In the past three months we have had international visitors coming from Arcadia University, USA; Lancaster University, UK; the Australian Film Commission; filmmakers from faraway Iceland and Norway; and documentary filmmakers from Germany. In their visits I can sense the winds of progress shifting towards the Eastern horizon. Not only the other filmmakers from India but even the world will be looking at us for valuable inputs to make the right strategies to create newer narratives. Becoming global must not entail the loss of one's roots and cultural specificity. It is our responsibility at the Academy and our Group to infuse new ways of imagining the world of sounds and images. Talking to the inimitable Kamalhasan while he was on the sets at Prasad Studios he reiterated that the key to our success lies in good screenplay writing and innovative ways of visualizing it. He said "How come that the land that produced great writers like Kannadasan and Ramamrutham is staring at a blank wall when it comes to writing good film scripts?" He has assured that he would visit our students and help synergize some new ways of thinking within one's own Tamil ethos and yet be able to reach a global market. Unquestionably, it has become our duty to carry on a legacy which has been started by doyens of south Indian Cinema consisting of consummate filmmakers like Nagi Reddi, L.V. Prasad, AV Meiyappan and S.S. Vasan.

By calling it 'Kollywood' are we getting closer to Hollywood? When I walk with students into the sets of a Tamil film one can hear a lot of instructions and conversations taking place in English, especially around the chair occupied by the heroines! Wireless mikes and speakers; remote TV monitors; make-up caravans and Hollywood based stunt coordinators are not unusual sights anymore. The vacation after the first trimester was almost entirely devoted to visiting the three major international film festivals held in Goa, Trivandrum and Chennai. Seeing films from all over the world opened our eyes to not something more than mere technical progress. It helped us shape the emergence of a new world with which we have to communicate in the very near future.

The second trimester has begun and the students are all geared up to do their first dramatic film project with live sound, actors and lights! The crucial difference here is that none of them see these exercises as mere academic requirements but as their effort to reach out to a global audience!

K.Hariharan, Director, L.V.Prasad Film & TV Academy

WELCOME TO PRASAD GROUP

EFX- Mumbai

Bioplal Gosh - Systems- Incharge
Chetan Sota - Line Producer
Rahul Mandal - Trainee Animator
Cassey Correia - Co-ordinator
Velumurugan - Negative Cutter
Mehruz Siganporia - Line Producer
Santhosh Sawant - Trainee Technician

EFX- Chennai

Ashok Kumar. A - System Administrator
Sathyananth.S - Trainee- Animator
Suresh. R - Trainee- Animator
Magendran. J -Trainee- Animator
Krishna Kishore Mallula - Trainee- Animator
Santhosh Kumar.S - Jr. Film conformist
Balakrishnan. M - Jr. Film conformist
Senthil Kumar - Office Assistant
Baskar. D - Trainee- Animator
Bolan. J - Sr. Colorist
Ram Murthy. V - Colorist
Ramchandran Karthik.K - Manager- Sales
Thirumal. V - Trainee- Animator
Antony Rethina - Trainee- Animator
Vinothkumar. M.C - Trainee- Animator
Chandrasekar.K - Trainee- Animator
Balachandar. P - Trainee- Animator
M. Malaiswamy - Trainee- Animator
Vijayarajan.R - Trainee- Animator
Sathish Kumar. P - Trainee- Animator
Ganapathy Subramanian. S - Trainee- Animator
Raghunath Varma - Film Conformist
Ashok Raj. S - Jr. Film Conformist
Sathish Kumar. R - Jr. System Administrator
Jaya Gopi. SV - Trainee - Animator
Jayarama Krishna. N - Trainee- Animator
Saravanan. N - Trainee- Animator
Murali. R - Trainee- Animator
Vijay. S - Trainee - Animator
Srinivasan. K - Trainee - Animator
Sathva Krishnan. S.N - Trainee- Animator
Raj Kiran. P Trainee - Animator
Gokulakrishnan.D -Trainee- Animator
Rajendran. N -Engineer- Technical Support
Janagi Raman. S -Trainee- Animator
Sathish Kumar. V - Trainee- Animator
Rajasekaran. P - Trainee- Animator
Siva Sankara Ganapathy. M - Trainee Animator
Ravi. K - Negative Cutter
Jayakumar. N - Jr. System Administrator
Subramanian. G - Technician
Shanmugam.S - Animator
Naveen. S - Sr.Animator
Ramesh.K - Sr.Animator

Ananda Vijaya Maran. M - Sr.Background Artist
Jamuna Bai - Secretary
Geetha. B - Accounts Assistant
Mathi Lingan. NP - Exec-Costing and Company Secretary
Lokeshwaran. K - HR-Officer
Hemadhri. N - Jr. Animator
Anandan - Jr. Smoke Editor
Vivek Mohan - Animator
Satish Kumar.U - Executive - Credit control
Alagamuthu - Animator
Rethina Kumar - Animator
Saravanan.V.M - Trainee- Animator
Sankaranarayanan.V - Trainee- Animator
Ramchandran.C- Trainee- Animator
Hariharan.S - Trainee- Animator
Harikrishna.K - Trainee- Animator
Fernando.A - Trainee- Animator
Mohamed Rafik.C - Trainee- Animator
ThiruvengataBoopathy - Trainee- Animator
PremKumar.V - Trainee- Animator
SivaKumar.S - Trainee- Animator
Gunaseelan.D - Trainee- Animator
Chalapati Rao.M - Trainee- Animator
Xavier.F Trainee - Animator
Gurumoorthy - Animator
Sethumadhavan - Trainee Animator
Manju.B - Secretary
Lakshamanan.C - Trainee Animator
Gopinath - Sr.Conformist
Kalaivanan.S - Animator
Sivaramakrishnan.S - Animator
Parthi.C.P - Animator
Balasubramanian.S - Trainee, Animator
Ram Prasath.B - Trainee, Animator
Gurubalaji.S - Trainee, Animator
Balaji.B.R. - Trainee, Animator
Thiyagarajan.V -Trainee, Animator
Saravanan.A - Trainee, Animator
Rajesh.K - Trainee, Animator
Rajesh.S - Trainee, Animator
Lingam.E - Trainee, Animator
Karthik.P - Trainee, Animator
Baskar.V - Trainee, Animator
Arpudharaj.J.R - Trainee, Animator
Ranjith.M - Trainee, Animator
Ramanathan.N - Trainee, Animator
Aravindan.N - Trainee, Animator
Harikumar.S - Faculty Member
Vijayakumar.S - Animator
Thenappan. M - Executive - Legal & Liasion
Ganesh. R - Animator



Prasad Video Digital, Chennai
K. Rajendran, Sr. Engineer Tech-Support
B. Ramkumar, Jr. Systems Administrator
T. Srihari, Member, Commercial Edit
A.R. Ramaswamy, Officer - Accounts
K. Karthikeyan, Member, Commercial Edit
K. Omkar, Member DVD - Avid

Prasad Film Laboratories, Mumbai
Shivaprasad Rai - Logistic Executive
Nilesh Salgonkar - Mechanical Fitter
Sowmya.A - HR-Executive

Prasad Media Corporation Ltd, Hyderabad
N Sridhar, Accounts Assistant
P Srinivas Reddy, Stores Helper
M Ram Kumar, Stores Assistant
Md. Aleem, Associate
B Lavanya, Associate
Deepak K, Associate
P Vijay Laxmi, Associate
Shaik Ahamed Hassain, Associate
A Balraj, Associate
S Lourdu Kumar, Associate
Y Santhosh, Associate
N Deepak Raj, Associate
Syed Jani Miya, Associate
Pradeep Kumar V, Asst. Manager - HR
D Lokeswar Prasad, Electrician
VS Lokesh, Associate
J Mohan, Associate

* Please report any names left out by mistake through e-mail to connect@prasadgroup.org for inclusion in the next issue

CONGRATULATIONS

Nandakumar - CG - EFX, Mumbai got married to Supriya on 6/11/2005
Kailash - Line Producer, EFX, Mumbai got married to Meenal on 15/12/2005
Tushar - PFL, Mumbai got married to Tirtha on 04/12/2005
Pravin Pawar - PFL, Mumbai got married to Suvarna on 28/12/2005
V. Ashokraj - Chemical Department, PFL, Chennai got married to Ganga on 4/11/2005
Md. Qamaruddin - Associate -Customer Care, PMCL, Hyderabad got married to Arshiya Sultana on 30/12/05



RETIREMENT

Mr.R.Parthasarathy (Receiving and Delivery Department) was superannuated from the services of Prasad Film Labs, Chennai on 10.11.2005 on attaining the age of 58 years after 27 years of valuable service
Mr.RM.Peddaperumal (Developing Department) was superannuated from the services of Prasad Film Labs, Chennai on 3.12.2005 on attaining the age of 58 years after 21 years of valuable service
Mr.B.S.Mohandoss, Sr.Grader cum Supervisor was superannuated from the services of Prasad Film Labs, Chennai on 29.12.2005 on attaining the age of 58 years after 30 years of sterling service

OBITUARY

Mr.G.Mohan, Developing Department of Prasad Film Labs, Chennai expired on 8.6.2005
Mr.N.Padmanaban, General Department of Prasad Film Labs, Chennai expired on 25.9.2005.

PRASADS - HYDERABAD'S PRIDE

The much awaited **Harry Potter and the Goblet of fire** was released on 18th November to a great response in the IMAX Format. The IMAX screen is 8 stories tall and watching the magic of Harry Potter on India's largest screen was a treat to the audience



'**Santa Vs the Snowman**' 3D was released to coincide with the Christmas and New year season in IMAX providing a great spectacle to go with the holiday mood.

The **14th International Children's Film Festival** was held at Prasads from 14 to 20th November, 2005 attracting many stars and VIP visitors.



200 DAYS OF CHANDRAMUKI (Tamil film starring Rajinikanth)



Mr.Ramesh Prasad being felicitated by Mr.Rajinikanth and the team of Chandramuki



Mr.Ramanathan, Manager - Sales of EFX, Chennai receiving the award for special Effects contribution from Mr.Rajinikanth

FLOATING UNIVERSITY

'Floating University' belonging to the University of Pittsburg, USA with a ship containing 750 American Students and 50 faculty members came to Chennai on 19th of October 2005. A team of 25 students from the Floating University accompanied by Prof. Jacobs visited the Studio, Lab and other facilities of Prasad to understand the film post production process and scenario in India. Mr.Mohan Krishnan made a presentation on Prasad Group and the various services offered and answered questions of the students.



JAPANESE DELEGATION VISIT

A Japanese delegation consisting of Mr.Naoki Kobayashi (Media Planning Director, The Eizo Shimbun), Mr.Mitsuhsa Tsuchiya (Senior Researcher, Business Development Department, Digital Content Association of Japan (DCAj)) and Ms.Mina Tanaka (Dai Nippon Printing Company) visited Prasad Group to understand and explore potential areas of co-operation for the future.

BRITISH TEAM VISIT

Mr.Graham Snape (International Trade Adviser Education and Training, UK Trade & Investment), Dr.P.James Daniel Paul, Senior Trade & Investment Adviser, British Deputy High Commission, Chennai), Mr.Anupam Jhunjhunwala (Senior Business Development Manager, Think London), Ms.Aarti Rao (Business Development - India Inward Investment Unit, Barclays) visited Prasad Group to understand and explore potential areas of co-operation for the future

DELEGATES FROM DOMINICAN REPUBLIC

A Ministerial delegation from the Dominican republic led by Minister Martinez , and other businessmen from different industries co-ordinated by Jay Nayar visited Prasad Group facilities in Mumbai and Hyderabad to explore possible areas of co-operation for providing post production services to films from that part of the world.



FOREIGN VISITORS

Mr.Jack Neo, Director of the Mandarin film 'I NOT STUPID TOO -2' produced by Mediacorp Raintree Pictures, Singapore, was here at Chennai for the final post of his work. The film which is a HD to Film transfer done by EFX had the Dolby digital sound mixed at our theatre in Prasad Studio complex.The film is expected to release for the Chinese New Year at the end of the month. This is the second film of Mediacorp and Mr.Jack Neo that is being done at Prasad, the earlier being THE BEST BET for which we had done the negative cutting, mixing and bulk prints at our facilities in Chennai and Mumbai.



DAVINCI TRAINING

Mr.Warren Eagles, trainer for Davinci Color Grading was in Prasad,



Chennai on a special invitation to train our Telecine Colorists. The four day workshop was attended by Eleven Colorists from Chennai, Hyderabad, Mumbai & Bangalore and was rated as an excellent session.

PRASAD GROUP IN THE MEDIA



This is not a “rags to riches” story; instead, this is a “dreams come true” story. A young man, L.V.Prasad, mounted a train to Bombay in the year 1930 with hardly any money or luggage except a bagful of dreams. He had only one passion - Cinema - he assiduously followed the trail of the moving image. According to his son Ramesh Prasad, he had only one world, one life and that was connected to cinema. He lived and breathed cinema. The result - one of the finest institutions in film production - Prasad Group. Founded in 1956 as Prasad Studios, this institution has now grown into a mega group - Prasad Group - Asia’s largest provider of post production services to film industry.

Kodak Magazine - Images, Cover Story, April - June 2005

A POST-AGE TO INDIA

If Western producers don't want to stay in India to do post, they can now access Indian expertise from abroad

There is nothing to stop foreign producers doing post in India, certainly not in the standard of the facilities. In fact, it could represent significant savings.

The reality so far has been that foreign crews leave India the moment principal photography has ended. India's Prasad Productions is taking small steps to change that. Prasad is the biggest post-production services group in Asia with facilities all over India incorporating labs, studio space, editing, sound, selection, DVD/VCD, tape-to-film transfer, film input-output and digital effects, as well as theatres such as the popular entertainment complex with six screens and an IMAX theatre in Hyderabad.

"We have a small operation in Los Angeles, a two-acre, 4,000 square feet D1 facility and we offer to Hollywood independents the opportunity to save

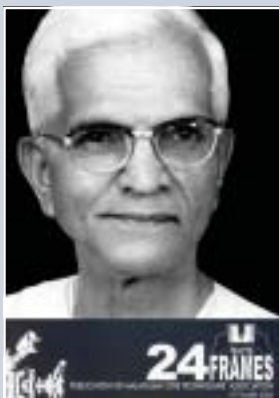
money by doing backend work in India," explains Sri Prasad, a director of the company who runs the Los Angeles operation. "It's outstanding. We are selling it and delivering results because only when these things are in tandem can this move forward. We're seen with small productions and then move to big ones."

Citing recent work done on US indie *Two Half Promises* starring Freddie Prince Jr, Prasad says the hiring of English speaking ex-pats in India makes foreign producers feel more comfortable.



Children look fascinated at a poster of Harry Potter and the Goblet of Fire at Prasad IMAX in Hyderabad.

City Express, Supplement of The New Indian Express, Hyderabad, November 18, 2005



Today, the activities of the Prasad Group of companies encompass all areas of the visual media industry. Started in 1956, the Prasad Group has grown by leaps and bounds over the years. With vast infrastructural facilities, manpower resources exceeding 1200, a strong affinity to technology and a passion for innovation the Prasad Group is today Asia’s largest film and advertising post production facility.

The Discussion Forum held at Kairali theatre was divided into two sessions. The first session was an informative session on Prasad Lab Studios that is opening new vistas and providing new opportunities to young filmmakers. The second session delved on the importance of film education today. Mrs.Beena Paul introduced the panel, which included eminent personalities like Mr.Hariharan, the head of L.V.Prasad Film & TV Academy, Mr.Sunny Joseph (Head of Cinematography Department, L.V.Prasad Film & TV Academy) Mr.Suresh Chabbaria (The Registrar of Film & Television Institute, Pune) and Mr.Tripurari Saran (Head of the film & TV Institute, Pune). Mr.Hariharan kick started the discussion forum by giving a brief history of the L.V.Prasad Film & TV Academy, which aims to train young film makers. He stated that before forming the syllabus three guidelines were followed. The first guideline being, to address cinema as a modern form, which was technologically oriented. The second guideline was to address cinema in terms of a medium, which was entering the digital arena. With the increase in globalisation, the third guideline, which has to be followed, was to address cinema as a global medium.

REEL, Official Bulletin for 10th International Film Festival of Kerala, December, 2005



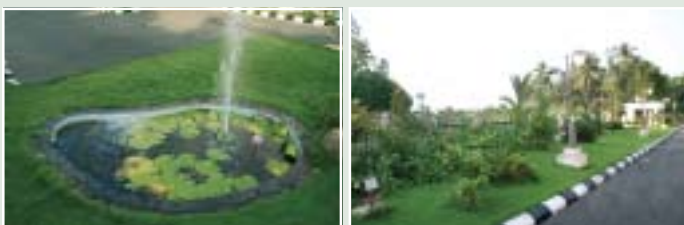
PRASAD FILM LABS, THIRUVANANTHAPURAM

All the facilities of Prasad Group have a reputation for their cleanliness and impressive maintenance amongst customers to such an extent that in our last founder's day celebrations Actor, Padmashree Dr.Kamal Hassan made a special mention about this.

We are planning to present to our readers one facility in every issue of Connect. We are starting with Prasad Film Laboratories, Thiruvananthapuram. Kerala, God's own country has inspired many people in many ways. Mr. Ajith and his team were perhaps more inspired than others, living in the midst of this great land in the lap of Nature. Located on a hillock just outside Thiruvananthapuram, inside the scenic and beautiful Kinfra Film and Video Park is Prasad Film Labs. A niche in the reception for Orchids, patches of banana and tapioca irrigated from the laboratories treated water, impeccably maintained lawns, gurgling fountains and a water lilly pond welcome customers and visitors alike. A tour of the laboratory is equally impressive.

Kinfra Film & Video Park is a sprawling 75 acre area with small and beautiful lakes, open air theatre, hotel, restaurants including facilities like Actor Mohan Lal's Studio, Revathy Kalamandir, International Film Center of Chalachitra Academy and more.

'CONNECT' congratulates Mr.Ajith and his team.



स्व. श्री. एल. बी. प्रसाद

मूल सर्वेकी कभी न उनकी हमको सदा खोगे बाद ।
 सादा जीवन उच्च विचार ऐसे थे एल.बी. प्रसाद ॥
 आंध्र प्रदेश में जन्म लिया था सतरह जनवरी उन्नीस सौ आठ ।
 बाइस पूरा उन्नीस सौ. चौरान थे तक था उनका स्व विराट ॥
 सौ रुपये की पूंजी लेकर वे मुम्बई में आये थे ।
 कष्ट अनेकों सहे, मगर वे कभी नहीं घबराये थे ॥
 मेहनत की दिनरात एक दिन मेहनत ही रंग ले आई ।
 गृह प्रवेशन तेलगू फिल्म ने इनकी शौहरत दिलवाई ॥
 हरि हरि श्रीप्रसाद ने अपना कदम बढ़ाया ।
 प्रसाद प्रोडक्शन नामक बैनर सबके सामने आया ॥
 पहली हिन्दी फिल्म शास्ता ने थी बूम मचाई ।
 फिर थी छोटी बहन कि जिसने खूब सफलता पाई ॥
 हमराही : ससुराल, औ बेटी बेटे ने रंग जमाया ।
 फिल्म बिदाई दादी माँ ने भी था नाम कमाया ॥
 भद्रके राह जीतेन्द्र को भी, जीने की राह दिखाई ।
 ऐसी राह मिली जीतेन्द्र को, खूब सफलता पाई ॥
 वे कैसा इन्साफ प्रसाद ने दुनियों को बतलाया ।
 शादी के बाद और जब विजय ने था इनकी भद्रकाया ।
 मिलन. खिलौना सुपर दुपर हिट मला कीई कथा भूले ।
 उदार का सिन्दूर था ऐसा जो सबका मन रूले ॥
 हम बने... तुम बने... एक दूजे के लिये ।
 घर घर इस विचित्र ने जलाये ध्वार के दिये ॥
 मेरा घर मेरे बच्चे है बाद स्मिता पाटील की ।
 माधुरी दीक्षित ने स्वाति में अपनी छ्वाति हासिलकी ॥
 एल.बी. प्रसाद आई इंस्टीट्यूट है आज इनकाही संस्थान ।
 दादा साहब कालके एवार्ड ले सरकार से पाया था सन्मान ।
 लक्ष्मी वारा प्रसाद राय, जिनको सब फादर कहते थे ।
 स्वयं सिद्ध इन्सान, सिनेमा के हर फन में माहिर थे ॥
 ए. रमेश ने उनके ही सपनों को साकार किया ।
 फिल्म निर्माण के हर साधन का भारत में बिस्तार किया ॥
 कविता और अब सॉई के ऊपर है जिम्मेदारी ।
 दिन पर दिन ही प्रसाद हुए की आज उजाली है जारी ।

RAMESH DUBEY,
 Production Manager,
 Prasad Productions (P) Ltd, Mumbai

रमेश दुबे नाटान मुम्बई कार्यालय
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SOLUTIONS TO THE PREVIOUS ISSUE'S CROSSWORD PUZZLE

1	S	P	I	E	L		6	P	A	S	S		10	A	S	E	A		
14	A	I	O	L	I		15	S	L	A	T		16	B	A	L	D		
17	M	E	T	E	S		18	Y	O	G	A		19	A	V	I	D		
20	P	R	A	C	T	I	21	C	E		22	B	E	S	I	D	E		
			24	T	E	T	H		25	W	I	D	E	N	E	D			
26	S	O	I	R	E	E		29	B	A	L	I							
30	U	N	D	O		31	M	A	R	K	E	T	33	A	B	L	E		
37	S	U	E	D	E	38		39	D	O	E		40	S	T	O	I	C	
41	A	S	S	E	R	T	I	O	N	S		42		44	T	O	S	H	
				45	R	O	O	K		46	E		47	E	X	E	M	P	T
48	L	E	S	S	O	N	S		52	P	A	I	N						
53	I	N	H	E	R	E		54	T	E	R	A	T	55	O	M	A		
58	B	R	A	N		59	T	H	I	S		61	M	I	N	O	R		
62	R	O	D	S		63	T	A	R	T		64	E	V	E	R	T		
65	A	L	E	E		66	E	W	E	S		67	N	E	S	T	S		

FOUNDER'S DAY CELEBRATIONS - 2006

17th January is the birthday of our founder Late Shri.L.V.Prasad and the day is celebrated as Founder's Day by Prasad Group. This year the function took place at Prasad Film Laboratories, Chennai. The function started at 5.30 PM and was attended by a large section of our employees. M/s.Ramesh Prasad, Sai Prasad, K.R.Subramanian and Sivaraman were on the stage to deliver speeches on their experiences, views and suggestions on the operational values of the group companies. The speeches were followed by a brief session on views from some of the employees namely M/s.Hariharan (Director, L.V.Prasad Film & TV Academy, Arun Kumar Bose (Cheif Audio Engineer), Chandra Mohan Pany (Head – Sales, EFX), Subramanian (admin Manager, LV Prasad Film & TV Academy) and Chitti Babu (Prasad Film Labs). The function was followed by a sumptuous buffet dinner. The function was organized with a view to re-emphasize the achievements, sacrifices and magnificence of our founder Shri.L.V.Prasad. Mr.Mohan Krishnan compered the event which was attended by more than 550 of Prasad Group employees.



Mr.Ramesh Prasad



Mr.K.R.Subramanian



A section of the audience



Mr.Sai Prasad



Mr.Chittibabu



A section of the audience



Mr.S.Sivaraman



Mr.Arun Kumar Bose



Singing the National Anthem



Mr.K.Hariharan



Mr.Chandramohan Pany



A sumptuous buffet dinner

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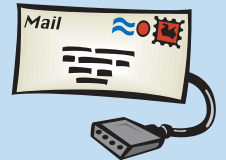
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