

# connect

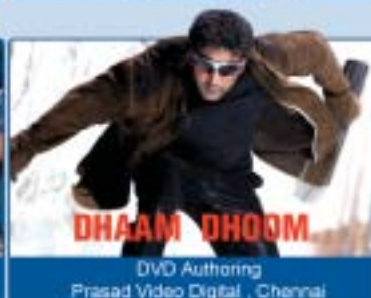
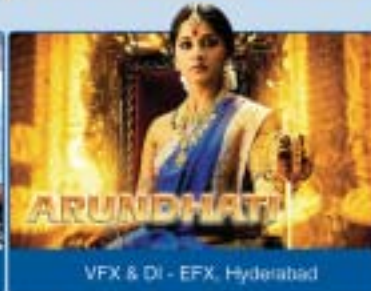
**EDITOR'S VOICE**


This year the Founder's Day was celebrated with extra exuberance. Mr.Ramesh Prasad announced that Mr.Sai Prasad will be gradually involving himself more in the day to day affairs of the Prasad Group companies. He added that, with traditional celluloid based film technology set to take a back seat and Digital Technology proliferating in a big way, Mr.Sai with his wide knowledge on the digital and electronics domain is the right person to take us on the growth path. Mr.Ramesh Prasad recollected the memories of his father Shri.L.V.Prasad with great reverence. He also recognized the yeoman service rendered by Mr.M.P. Rao, who is one of the Founder Directors of Prasad Productions, still continuing the good work and the services of the late Mr.Kumaraswamy.

Mr.Sai Prasad made an emotional and inspiring speech wherein he remembered with gratitude the contributions of his visionary Grandfather and the great service rendered by him for the development and growth of Prasad Group and in building the Brand Equity. His message to the employees of Prasad Group all over was, "The only way to fight the stiff competition today is to integrate ourselves as one force and I seek the cooperation of one and all to emerge as a unified, synergetic force".

This Founder's Day was significant in the sense that, it marked the beginning of the continuance of strengthening the Prasad Legacy into the third generation which I am sure will continue to grow in the generations to come. I join our employees in heartily assuring Mr.Sai Prasad that we will do our very best to make his dreams come true and take Prasad Group to newer heights of Glory.

**S.Sivaraman**  
Editor

**RECENT PROJECTS AT PRASAD GROUP**

**FOUNDER'S DAY CELEBRATIONS - 17.01.2009**

The birthday of Prasad Group Founder Shri.L.V.Prasad was celebrated as the Founder's Day on 17<sup>th</sup> January 2009. The function held in Chennai thronged with Prasad Group employees. A motivating speech by Mr.Ramesh Prasad emphasizing on the culture and values of the group and its importance today was followed by a very inspiring speech by Mr.Sai Prasad reiterating the need to be a unified force if we have to emerge as a successful group in today's competitive environment. The speeches were followed by a dance recital by Sharanya of EFX and mimicry by Jayakumar of Prasad Video Digital and Madhavan of Prasad Film Labs. The show was followed by a grand dinner arranged at the studio floor of Prasad Studios, Chennai. Great songs from old classics of Shri.L.V.Prasad were projected at the dinner which transported one and all to the golden days of Prasad Productions. Here is hoping to see Prasad Productions back in the thick of action making glorious films again.





*Prayer song by Sai Phanindra, Student of L.V. Prasad Film & TV Academy*



*Prayer song by Kumaresan of Prasad Video Digital*



*Ramesh Prasad paying respects to Shri. L. V. Prasad*



*Sai Prasad paying respects to Shri. L. V. Prasad*



*Ramesh Prasad reflects on the memories of his father Shri. L. V. Prasad*



*Sai Prasad delivering an inspiring speech*



*Hariharan, of L.V. Prasad Film & TV Academy addressing the gathering*



*K. R. Subramanian of Prasad Film Labs delivering the welcome address*



*(L to R) Sai Prasad, Ponnaiyan, Sivaraman and Ramesh Prasad.*



*Narayan Kumar of L.V. Prasad Film & TV Academy reads out a poem on Shri. L. V. Prasad*



*U.K. Bindu of Prasad Video Digital presenting a drawing of Shri. L. V. Prasad to Ramesh Prasad*



*Madhavan of Prasad Film Labs giving a mimicry performance*



*Dance performance by Sharanya of Prasad EFX*



*Mr. Sivaraman of Prasad Film Labs giving the Vote of Thanks*



*A section of the audience*



**FOUNDER'S DAY AT MUMBAI**



◀ *J. Naidu - Executive Director - Prasad Film Labs, Mumbai paying floral tribute at the puja performed on the Founder's Day*



*Employees of Prasad Film Labs, Mumbai at the Founder's Day puja*



*S. Krishnamoorthy, Manager Despatch & Receivable, Prasad Film Labs, Mumbai performs the puja*



*A. Bhate, Chief Technical Manager, Lab Operations, Prasad Film Labs, Mumbai*



*S. Kharkar, General Manager, Prasad Panavision*



*R. Dubey, Production Executive, Prasad Productions Pvt. Ltd*

## WARM WELCOME TO PANAVISION CEO



**L to R :** M/s. S. Kharkar (Operations Head, Prasad Panavision), Bob Beitcher (President, CEO of Panavision Inc. USA), Santosh Dhamdhare (Manager Technical Marketing, Prasad Panavision), Ramesh Prasad (Managing Director, Prasad Group) and J. Naidu (Executive Director, Prasad Film Labs), during the visit of Mr. Bob Beitcher to Prasad Panavision, Mumbai on 15th October 2008.

## KURUKSHETRA 2009

Kurukshetra 2009, the battle of brains is an annual festival conducted by the Anna University, Chennai. Prasad Group was invited to give a presentation on digital post production technologies. Mohan Krishnan, Head, Corporate Communications and Jayashubha, Sr. Manager - HR, EFX gave the presentation and interacted with the students who had come from several technical education institutions from across the country. The event unfolded to a packed auditorium on the 23rd February 2009 in Chennai.

## EYE CAMP



Prasad EFX organized a 'Vision Screening Camp' for all employees of Prasad Group on 11/12/08 & 12/12/08 at the L.V.Prasad Film & TV Academy Shooting Floor. Around 300 employees benefited out of this program. The eye camp was conducted by M/s. Lawrence & Mayo.

## CONGRATULATIONS

### PRASAD FILM LABS, CHENNAI

- S. Parthipan** – Developing Dept. has completed 25 years of service
- N. Baskar** – Tape Punching Dept. has completed 25 years of service
- K. Sivakumar** – Projection Dept. has completed 25 years of service
- C. Chandran** – Coating Dept. has completed 25 years of service

## ICAT SEMINAR

ICAT Academy arranged an interactive career guidance session for freshers interested in animation, VFX and gaming. Mohan Krishnan, Head-Corporate Communications was one of the key speakers along with Kyn Chaturvedi, Studio Head of Dhruva Interactive. The show held in Bangalore on 31st January 2009 was attended by a large number of youngsters and parents looking for career guidance. The interactive sessions raised and clarified many points and emphasized the huge potential of a career not only in movies & gaming but also other industries and what it takes to get into the digital imaging and motion graphics fields.

## MAAC ACADEMY SEMINAR

MAAC, Maya Academy of Advanced Cinematics arranged a seminar in Bangalore where EFX was asked to present and drive an interactive session with students on various related subjects. The seminar was held on 22nd February 2009 and attracted over 150 students of the academy.



## GOA FILM FESTIVAL

The IFFI 2008 held at Goa between 22nd November to 2nd December, honored Shri.L.V.Prasad by screening his films Daadi Maa, Sasural and Bidaai. Mr.Ramesh Prasad was present at the felicitation and was presented a memento. Prasad EFX also arranged for an interactive presentation on Film Restoration focusing on 'Naya Daur'. The presentation was jointly made by Suresh Babu of Prasad EFX and Mohan Krishnan of Group Corporate Communications to a small and focused audience and was written about well in the local media and event journal. As part of the film festival CII had organized a seminar where Mohan Krishnan was a speaker in a session on New Media and other digital opportunities at the Cidade de Goa resort on the eve of the film festival.



## HOMAGE TO THE TERROR VICTIMS OF MUMBAI



The recent ghastly acts of violence perpetrated by a group of terrorists on Mumbai shocked not just people of this city, but also the whole of India and the world at large. Even as we pulled ourselves to come to terms with reality and resolve not to be cowed down, Prasad Film Labs (Mumbai) Pvt. Ltd took time out to pay homage and mourn the loss of the many innocent people and martyrs, who lost their lives in the terror attack. A two-minute silence and the lighting of candles were observed by the staff of Prasad Film Labs (Mumbai) Pvt. Ltd, as a sign of solidarity, unity and protest against the inhuman acts of violence.

**- Prasad Film Labs,  
Mumbai Team**



*I cannot teach you violence,  
as I do not myself believe in it. I can only teach you not to bow your heads before any one even at the cost of your life.*

**- Mahatma Gandhi**

## PRASAD GROUP IN THE MEDIA



### PRASAD PRODUCES ORIYA FILM

Prasad Productions released its 3rd Oriya film all over Orissa on 5th February 2009. The film directed by Mr. Ashok Pati stars Sabayasachi, Priya, Vijay Mohanty, Mihir Das and Aparajita.



### A MATTER OF PRIDE

L.V. Prasad Film & TV Academy has been listed in the top ten favorite film schools by the website 'Reelshow International' along with other reputed schools including Los Angeles City College (LACC), USA, South Seas Film and Television School, Auckland, New Zealand, UCA, Farnham, Surrey UK, Mel Hoppenheim School, Concordia University, Montreal Canada, Royal Holloway University of London and Media Arts Center, Surrey, UK. The site showcases the best of student films and those made by the students of L.V. Prasad Film & TV Academy is a regular feature in this popular website.



### REPUBLIC DAY CELEBRATIONS AT PRASADS - HYDERABAD



SVECHA Foundation organized an event to salute the armed forces at PRASADS. Mr. Ramesh Prasad signs on the "SIGN YOUR SUPPORT" banner.



Chief Guests for the Republic Day - Wing Commander Acharya, Major General A.B. Gorthi, and Air Vice Marshall C.V. Parker being received by Ramesh Prasad.



Complete Band from 6th Bihar Regiment performed on the occasion of Republic Day at PRASADS. The band was organized by Vishnu Vardan, CSO, PRASADS

## PONGAL CELEBRATIONS AT EFX-CHENNAI



Pongal is a harvest festival equivalent to a thanksgiving event celebrated by Tamils across the world. Pongal coincides with the festival Makara Sankranthi celebrated in various parts of India. The Celebrations this year took us all to the rustic fun of rural Tamilnadu, very different and lot of fun for all at EFX Chennai on the evening of 13th January 2009. The traditional 'Pot Breaking' ritual was arranged with great attention to the rural traditions - Pots filled with water had to be broken by blindfolded individuals with a stick. Two hours of fun followed with entrants making near misses and some going grossly off target. The greater part of the fun was had by the spectators who had a great time leading the off target entrants out of the demarcated area by further misguiding them. The winners who succeeded in breaking the pots were V.Satheesh of CG Department, N. Jayakumar of Systems Department and Jaya Vasant of Client Service Department. The day was also declared a 'Traditional Dress Day' and many of the employees came dressed in traditional attire. Mohan Krishnan, Head - Group Corporate Communications was the judge and the winners were Meenakshi for her 'Iyengar mami' attire and Dinesh.P for his 'Minor Maapillai' get up, both from Administration Department. The day's program included a Cookery Competition with festival favourites including 'Chakkara Pongal' and 'Sweet Poli'. The winners were selected by Jayashubha, Sr.Manager - Human Resources and Prasad Ramakrishnan, VP - Sales, both great food lovers. B.R.Venkatesh, D. Gurumoorthy of the CG department and S. Shashikala of Client Service Department bagged the prizes for their culinary talents.



### HEALTH TIP - SAFFRON

Saffron is known to most of us for its color, fragrance and so on. But the therapeutic properties of Saffron is equally great. It alleviates fatigue and exhaustion, primarily because it works to strengthen the heart and nervous system. It aids digestion, by increasing appetite and gastric juice production. When added to some homeopathic preparations, it also relieves nosebleeds. Rubbing your gums with saffron is an herbal remedy that reduces soreness and inflammation. Crush a few threads of saffron in to a powder, use your finger to massage it gently into your gums. You can mix the saffron with honey, if you wish. Saffron milk is a flavorful, soothing drink that can be helpful in relieving cardiac problems. To make it, bring 1 cup of milk to boil; add a pinch of saffron. Reduce the heat and simmer the mixture for 2 minutes. Sweeten it with honey to taste and drink it once a day.



## WELCOME TO PRASAD GROUP

### Prasad Film Labs, Mumbai

Mayappa Aldar, Maintenance Trainee  
Kaushik Purohit, Telecine Trainee  
Hemant Gurav, Lab Trainee  
Nilesh Ghonge, Trainee Co-ordinator  
Neha Jog, Secretary  
Sushil Kumar Pandey, Film Positive Checker

### Prasad Film Labs, Hyderabad

S. Maya Kannan, Maintenance Department  
G. Mahesh Kumar, Printing Department  
C.H. Venkatachalam, Printing Department

### Prasad Media Corporation Ltd., Hyderabad

N.Srinivas Rao, Supervisor - Maintenance  
K Venkateswar Rao, Electrician - Maintenance  
B Hanumanthu, Associate - Concessions

Ch Venkateswarlu, Associate - Concessions  
L Santosh Reddy, Asst.Manager - Games & Entertainment  
Y Sreemannarayana, Associate - Concessions  
M Krishna Murthy, Associate - Customer care  
D Mahender Babu, Associate - Concessions  
T Sunny Babu, Associate - Fun Factory  
B Kiran Kumar, Associate - Customer care  
Y.Venkat Goud, Projectionist - Multiplex  
K Venkata Sesha Reddy, Jr Engineer - Maintenance  
N Naresh Goud, Associate - Concessions  
L Tirupathi Reddy, Associate - Concessions  
M Arjun, Associate - Concessions  
J Vikas Kumar, Associate - Concessions  
B Vishnu Kumar, Associate - Fun Factory

## MARRIAGE NEWS

**Shilpa Chalke** - Receptionist and Front Office Executive, Prasad EFX, Mumbai got married to Shirin.B.Choudry on 12th December 2008

**Sandesh Pawar** - Executive Logistics got married to Ruchi on 13th November 2008

**Shweta Kadam** - Animator, Prasad EFX, Mumbai got married to Sudeeto on 4th January 2009

**Rupali Gadkar**, Lab Operator, Prasad Film Labs, Mumbai got married to Ketan on 29th November 2008

**V. Lakshmi**pathy, Electrician, Maintenance Dept., Prasad Film Labs, Chennai got married to Rajeswari on 10th November 2008

**Faheem Khan**, Duty Officer, Games & Entertainment, Prasad Media Corporation Ltd., Hyderabad got married to Fouzia Sultana on 19th December 2008

**Chaitanya Prasad B**, Security Supervisor, Prasad Media Corporation Ltd., Hyderabad got married to Swathi on 14th February' 2009

## CONDOLENCE

P. K. Gopal – Developing Dept. of Prasad Film Laboratories, Chennai expired on 14.01.2009 - Our heartfelt condolences to the bereaved family.

## BABY NEWS

**Vinod Durgawale** - Jr. Smoke Artist, Prasad EFX, Mumbai was blessed with a baby Girl on 21st January '09

**Prabhakar Sawant**, Logistics of PFL, Mumbai was blessed with a baby Boy on 6th February '09

**Manish Matkar**, Telecine Co-ordinator of PFL, Mumbai was blessed with a baby Girl on 9th December '08

**Shivaji Jadhav**, Positive Checker of PFL, Mumbai was blessed with a baby Girl on 22nd December '08

**Ganesh Sakpal**, Stores Assistant of PFL, Mumbai was blessed with a baby Girl on 02nd February '09

**R.Krishna Kumar**, Associate- Concessions, PMCL-Hyderabad was blessed with baby Boy on 21st December '08

## CHILDREN'S CORNER



**Master T.Krupa Shankar**, III Standard, Kendriya Vidhyalaya School, S/o. T.Lakshmi, Stenographer, Admin Dept., Prasad Film Labs, Chennai



**Master R. Shyam Anand**, U.K.G., SGHV School, S/o. Jayashree, Client Service Dept., EFX, Chennai



**Miss D. Malavika**, VI Standard, D/o. U.K.Bindu, CG Dept., Prasad Video Digital, Chennai



**Master Arun Prasad**, III Standard, St.Johns Matriculation School, S/o. Sasirekha, Secretary, Sales Dept., EFX - Chennai



**Miss. Sanskriti Chaupal**, 4 years old, D/o.Vinay S.Chauphal, EFX- Mumbai



**Miss. Priyan Chaupal**, 7 years old, D/o.Vinay S.Chuphal, EFX- Mumbai

Hello Children, Participate and win a gift. Send your entries to Prasad Group Corporate Communications, 58, Arunachalam Road, Saligramam, Chennai -600 093.

## CHRISTMAS AND NEW YEAR CELEBRATIONS AT EFX - MUMBAI



The mood at EFX Mumbai seemed to balance the morose atmosphere created by terror with the hope for a better tomorrow this Christmas and New Year. It came out in the most artistic, cultural and creative way possible. Many showed their talent in the craft of crib making and christmas tree decorations for X'mas. There were mud, seeds, green grass and small statues that brought the whole scene alive. While ice cream sticks were used for fencing, cardboard and hay were used for the house. Special thanks to Ms. Premlata Shinde for the initiative taken and to Mr. Dylan D'Souza, Mr. Sanjay Jadhav, Ms. Alpa Thakkar, Ms. Irene Furtado, Mr. Carol Correia, Mr. Nitin Mane and Mr. Sreekiran G for their creative inputs without whose help this wouldn't have been possible. Keeping the same fervour New Year was ushered in by the cultural gang in Mumbai. The proceedings began with keeping a two minute silence



for the brave souls who lost their lives in the 26/11 terror attack on the city. Then we saw singers and dancers coming out in the open from the most unthinkable and normally quiet lot. There was a small drama presentation which enthralled everyone. With hectic schedules and without any practice, the group did deliver. It is truly said - talent comes from within. The events ended with a piece being read related to the 26/11 terror attack.

**Khanak Jha, Asst.Manager - Human Resources, EFX - Mumbai**

## NEW YEAR CELEBRATIONS AT EFX - HYDERABAD



2009 was greeted with full warmth by the Hyderabad EFX Team. Employees showed their inborn talents apart from their area of work. The New Year was welcomed with a Big Bash followed by an outing for the entire team to "Jalvihar", a water sports and entertainment centre in Necklace Road, Hyderabad. It was a great day, as after a very long spell of hardwork, the team had a break.

**Lakshmi Iyer, Regional Manager, Prasad EFX, Hyderabad**

## MUSICAL GEMS OF PRASAD PRODUCTIONS

*Ek Banjaara Gaae  
Jeevan Ke Geet Sunaae  
Hum Sab Jeene Vaalon Ko  
Jeene Ki Raah Dikhaen  
Sabhi Ka Dekho Nahin Hota Hai  
Naseeba Raushan Sitaaron Jaisa  
Sayaana Vo Hai Jo Patjhad Mein Bhi  
Sajaa Le Gulshan Bahaaron Jaisa*

*aagaz Ke Phoolon Ko Bhi  
Jo Mehka Kar Dikhlaae*

*The gypsy sings along  
Songs of life  
His lyrics guide us to  
How to live life  
Not all of us have  
Destiny shining like stars  
One is admired who can  
Decorate garden like in  
blossom  
Even during the fall  
One can make even  
artificial flowers scented*

How optimistic, full of positivity this song of Jeene Ki Raah is! All of us need such a song within our heart which can guide us in difficult times. It gives us the power within to fight against odds and come out as an achiever.

Our Founder Mr. L. V. Prasad Ji, a musical persona that he was; made number of films under the banner of Prasad Productions, each film having great music. The titles of those films unfold, like the notes seen playing on Accordion. To name a few - Ek Duje Ke Liye, Milan, Miss Mary, Sharda, Beti Bete, Sasural, Hum Rahi, Jine Ki Rah, Chhoti Behen, Dadi Ma, Khilona. Each of the gems had many sparkling diamonds in the form of songs. Various moods were captured in the melodies - romantic, devotional, philosophical, affectionate...

**Sangeetha Dighe, Business Sourcing Executive,  
Prasad Panavision, Mumbai**

58, Arunachalam Road, Saligramam, Chennai - 600 093.  
Phone : + 91 44 23760092, 23761174, Fax : + 91 44 23761551  
www.prasadgroup.org

Offices & Facilities at  
Chennai | Mumbai | Bangalore | Bhubaneswar | Hyderabad |  
Thiruvananthapuram | New Delhi | Kolkata | Dubai | Singapore |  
Hollywood

The next issue of CONNECT covering the months of February, March, April 2009 will be produced in May 2009. Please email your articles (before 15th April 2009), news (before 30th April 2009) and suggestions to connect@prasadgroup.org