

# connect

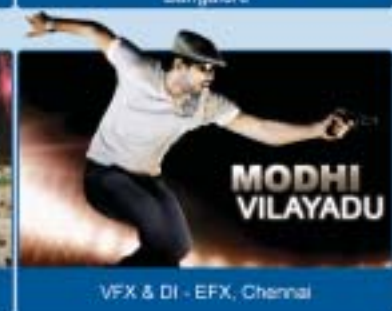
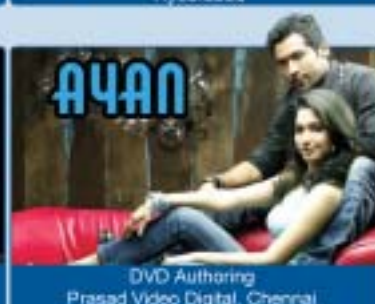
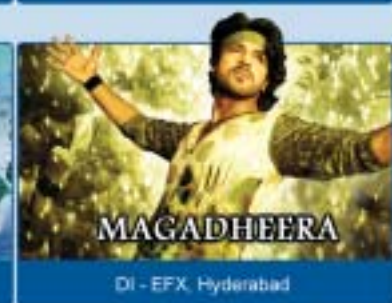
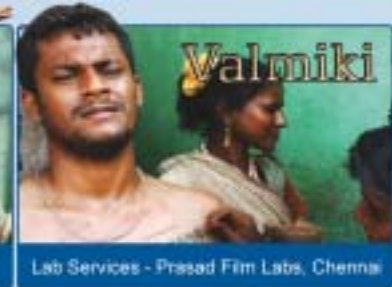
**EDITOR'S VOICE**


Our Founder Shri.L.V.Prasad was a "visionary" in every sense of the word. How else can one describe a man who realized his vision of establishing world class infrastructure for film making from scratch within his lifetime? What other words can we think of to portray the man who showed his magnanimity in establishing L.V. Prasad Eye Institute to care for the vision of the poor of India? There can be no second opinion about the fact that, it is these acts of kindness, benevolence and sense of social responsibility of truly great business leaders and great souls like our founder which has inspired the present day corporates to follow what they call CSR (Corporate Social Responsibility) Policy, which is becoming an Industry Standard. It is heartening that TANA (Telugu Association of North America) recognized the contributions of L.V. Prasad Eye Institute to the society by honoring Mr. Ramesh Prasad with an award at its 17<sup>th</sup> Convention at Chicago.

Another moment to cherish in this eventful quarter was the screening of the digitally restored version of "The Red Shoes" at CANNES this year. Warner Brothers Motion Picture Imaging and Prasad Corporation (EFX) collaborated to accomplish this magnificent and mammoth job. It has definitely added one more feather to our cap.

Before closing, "Nothing Succeeds Like Success". Now that 'Love Aaj Kal' and 'Kaminey' (shot in Panavision and processed by Prasad Film Labs, Mumbai) are poised for a roaring success, the Mumbai Film Industry is looking up, giving signs of greater things to come in general and for Prasad Group in particular.

**S.Sivaraman, Editor**

**RECENT PROJECTS AT PRASAD GROUP**

**TANA CONVENTION, CHICAGO, USA**

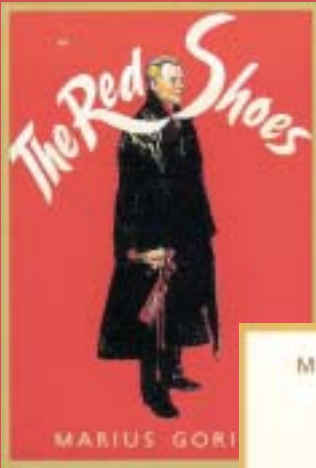

TANA (Telugu Association of North America) launched its 17th convention on July 2, 2009 at Rosemont Convention Center near Chicago honoring Mr.Ramesh Prasad with an Award for his Contribution to the society through L.V.Prasad Eye Institute, where 250,000 eye surgeries have been performed in the past and 50% of them free of all charges. Mr.Ramesh Prasad in his acceptance

speech recollected the vision of his father Shri.L.V.Prasad and his initiative in setting up the L.V.Prasad Eye Institute, which is today a World Health Organization Collaborating Centre for Prevention of Blindness.

**L.V.PRASAD - PHALKE AWARD**


Veteran Producer Surinder Kapoor was honored by the Dadasaheb Phalke Academy as the senior most producer of the Indian film Industry on 4th May 2009 to mark the 140th birth anniversary of Dadasaheb Phalke. Mr.Surinder Kapoor, who has produced many blockbuster movies including Mughal-E-Azam was felicitated and presented the L.V.Prasad - Phalke Award by Mr.Ramesh Prasad.





“Why do you want to dance?”  
 “Why do you want to live?”



*“Over the years, I’ve thought a lot about that exchange from The Red Shoes. It expresses so much about the burning need for art, and I identified with that feeling the very first time I saw the picture with my father.*

*...passion drives every single, extraordinary moment of The Red Shoes, and it’s what makes the film’s glorious Technicolor images so forceful and moving, now restored to their full, shimmering beauty.”*

**MARTIN SCORSESE**  
 Founder and Chair,  
 The Film Foundation



*“176 shots contained color flickering, mottling and ‘breathing’ because of uneven development and chemical staining; seventy sequences contained harsh optical effects with excessive contrast; and throughout*

*there were thousands of visible red, blue and green specks caused by embedded dirt and scratches. Worst of all, mold had attacked every reel and begun to eat away the emulsion, leaving behind thousands of visible tiny cracks and fissures.*

*Extensive digital restoration was the only practical solution. Warner Bros. Motion Picture Imaging and Prasad Corporation Ltd. were chosen to undertake the immense task of digitally scanning 579,000 individual frames directly from the three-strip camera negatives, re-registering the colors, removing visible specks and scratches, mitigating color breathing, solving contrast issues, performing shot-to-shot color correction, and finally recording all 134 minutes back to 35mm Eastman color internegative stock.”*

**ROBERT GITT**  
 Preservation Officer,  
 UCLA Film & Television Archive



### ARENA ANIMATION ACADEMY STUDENTS VISIT



A group of 25 Students from Arena Animation Academy, Kilpauk, Chennai visited Prasad Group Facilities on 26th May 2009. They interacted with members of L.V.Prasad Film & TV Academy on the education scenario in the film industry. The purpose of the visit was to help students better understand how theoretical knowledge is applied on practical grounds and also to gain an overview of the scope of this industry and the services of Prasad. Prasad Faculty included M/s. Ponnaiyan, Ganesh (PFL), Hariharan (L.V.Prasad Film & TV Academy), Louis Babu (Prasad Recording Studios).

## LOVE AAJ KAL - SHOT IN PANAVISION

The recent release 'Love Aaj Kal' shot with Prasad Panavision's Millennium XL Cameras and Lenses depict two different eras in the film wonderfully bringing out the superior quality of the optics. **Cinematographer N.Nataraja Subramanian, popularly known as 'Natty'** was on a telephone interview with us.

### *Hi Natty, How did you get exposed to the World of Panavision?*

*Lot of foreign films are shot in Panavision. 10 – 15 years back it was a dream to work in Panavision. You see any great film; it would have been shot in Panavision. Eventually thanks to Prasad Group, Panavision came to India. It is a user friendly camera and every DoP's first and foremost preference goes to Panavision. The camera is very comfortable in terms of usage, strength, lenses and the image quality is really interesting. You can see it in both my films – Jab we Met and Love Aaj Kal, both shot on Panavision Primo Lenses.*

### *Any incident you recollect while shooting Love Aaj Kal especially outdoors, where lenses helped you to innovate.*

*Every day was an incident. You see the film and you understand the way the treatment was in London and the way it was in US and then in India. You can see three different textures happening there.*

### *For the future will you be having Panavision in mind...?*

*Yes. If I find another interesting script, like you know, one kind of soft mood, I will do it in Panavision. If a hard kind of mood comes on, that also I will do it in Panavision!*

### *What was the experience working with Prasad Panavision's Camera Crew?*

*It was very nice. The camera crew should work according to the taste of the Cameraman. I want everything faster as time is money for the production. The Prasad Panavision team was great in that way and understood these important things.*

### *What do you have to say about Prasad Group in general?*

*They are superb. They have come out with experiments, with all the new equipments, they are having a hi-tech lab, they have got all the facilities and they work hard. They are one of the top lab and post production facilities available. The experience was Superb, Fantastic and Mind Blowing as always.*



*Panavision Camera Testing & Calibration Bay at Prasad Panavision, Mumbai*



### **An Interview with Mr. Edward Sheppard, Camera Technician, Prasad Panavision**

#### **Can you tell us about your association and experience with Panavision?**

*I joined Panavision Canada and been with them for nearly 10 years. I have been on the sets for some of the biggest Hollywood films that have been shot in Canada including The Incredible Hulk, X-Men, Driven, The Love Guru, Blindness and many more...*

#### **Is Special training required to service the Panavision equipment?**

*Because of the complexity of the equipment, special training should be provided to technicians to maintain the equipment, lenses and optics in the same condition it was designed at the factory. As for the people who use the Panavision Cameras, no special training is needed as the equipment is designed to be used as easily as possible.*

#### **How similar or different is the Panavision Gear from other camera manufacturers?**

*Panavision only rents out Cameras, so the focus of Panavision business is on service and support. The other Camera manufacturers do not support the Cameras the way Panavision does - they tend to let the camera rental houses provide backup.*



*Cinematographer Natty with the Panavision Camera, Producer Dinoov Vijan looks on*



*Director Imtiaz Ali checks the frame*



*Love Aaj Kal Camera Team with unit members of Illuminati Films in London*



*Saif Ali Khan with Panavision Camera*



## PRASADS - HYDERABAD'S PRIDE, CELEBRATES 6TH ANNIVERSARY

It was celebration time all around at Prasads Multiplex and IMAX theatre on 26th July 2009 when the 6th Anniversary of the complex was celebrated with a Cricket Match, Rangoli, Singing Competition, Dance Competition and Awards Galore! The senior Management, Managers and Staff of Prasads played a Cricket tournament. Due to rain the Finals of the tournament was cancelled and both the finalists, Management team and Concessions team, were announced as Winners.



### Congratulations to the Winners.



*Dance Competition  
Ram Babu of Concessions*



*Singing Competition  
Chakrapani of Projection*



*Rangoli Competition Vijayalakshmi  
and Sangeetha of BoxOffice*



*Best Employee of the Year, Box Office  
Don Bosco*



*Best Head of the Department  
Shanthy Latha of House Keeping*



*Best Employee of the Year,  
Fun Factory - Prabhakar*



*Best Employee of the Year,  
Concessions - Shivshanker*



*Best Employee of the Year,  
Customer Care - B.Masthan*



*Best Employee of the Year,  
Maintenance - B.Yadaiah*



*Best Employee of the Year,  
Finance & Admin - Shobha Rani*



*Best Groomed Person - Male  
Syed Jani Miya*



*Best Supervisor - Rekha*



*Best Employee of the Year,  
Security - Mosin*



*Best Attendance - Krishna Murthy  
Kishan, Sales & Marketing*



*Best Employee of the Year,  
Projection - Shiva Prasad*



*Best Supporting Officer-  
T. Ramakrishna, Concessions*

**Man of the Match** - A Santosh, Fun Factory A Vs Fun Factory B

**Man of the Match** - K Ramu, Customer Care Vs Box Office

**Man of the Match** - Srikanth.T,  
Projection Vs Management

**Man of the Match** - B Srinivas,  
Concessions Vs Maintenance

**Man of the Match(SemiFinals)** - Williams,  
Fun Factory B Vs Concessions

**Man of the Match(SemiFinals)** -  
Chaitanya, Management Vs Box Office

**Man of the Series** - Joint Winners  
T Srikanth and Williams

### Cricket Tournament





**International workshop unveils script for a promising fare**  
**CHENNAI INTERNATIONAL SCREENWRITING WORKSHOP**  
 Chennai International Screenwriting Workshop...  
 The workshop, conducted by acclaimed screenwriters Anjum Rajabali, Abul Tiwari and K. Hariharan, Director of L.V. Prasad Film and TV Academy...

**From past to present**  
**Cinematographer N. Nataraja Subramanian talks about his work in Love Aaj Kal that depicts**  
 Cinematographer N. Nataraja Subramanian...  
 Not only our family but all the members of my bigger family that is film fraternity will ever remain thankful to Shri Dadasaheb Phalke because of the efforts of Shri Dadasaheb Phalke of people are earning their live hood today." Ramesh Kapoor

**SURINDER KAPOOR HONOURED BY DADASAHEB PHALKE ACADEMY**  
 Surinder Kapoor was honoured by the senior most producer of the Indian film industry...  
 Veteran producer Surinder Kapoor was honoured by the Dadasaheb Phalke Academy for being the senior most producer of the Indian film industry. The function was held at Bhuidas Hall in Mumbai on 4th May to mark the 140th anniversary of Dadasaheb Phalke. He was felicitated with the L.V. Prasad-Phalke Award. Surinder Kapoor began his illustrious career with K. Asif's MUGHAL-E-AZAM and went on to produce many a blockbuster movie in the realm of mainstream cinema.

**MUMBAI MERI JAAN' FOR MIL CINEMA ONCE AGAIN**  
 Mumbai Meri Jaan...  
 The movie signages are an indication that Tereh stars are desirable since they are being paired with top Hindi stars once again," says Ramesh Prasad, son of the late L.V. Prasad who successfully produced and directed many silver jubilee hits in Hindi.

**Screenwriting workshop ends on optimistic note**  
 The Hindu - Thursday, June 4, 2009  
 K. Hariharan, Director of L.V. Prasad Film and TV Academy, said that the initiative to change the domain of the screenwriting industry would no longer be the domain of the elite and the audience's confidence has collapsed. Almost everybody today has seen the frame through the viewer's lens.

**AGREEN**  
 July 31 - August 8, 2009, Mumbai  
 We chose Prasad Lab because it is very good lab with the best of facilities available for filmmaking. It is one of the finest labs we have today...  
 Also joined the award presentation ceremony...  
 Super CINEMA

**EDUCATIONPLUS**  
**A varied job landscape**  
 K. Hariharan, director, L.V. Prasad Film and TV academy...  
 The answer to the question whether film making can be taught is both yes and no. It was not possible to teach someone to make a film as it was an artistic endeavor. The craft involved could be taught. And trained technicians were much sought after today. Someone who knew how to set the camera, take care of lighting and ensure that the sound system was functioning correctly - such skills were very much anybody could apply to the film institute. The key was to have a live narration skills.

**IMAGECARE PRE-AUDIT**

Mr. Amuthavanan of Kodak visited Prasad Film Labs, Chennai for a half yearly audit as part of the Kodak ImageCare Certification Program on July 8<sup>th</sup> 2009.

*It is easy enough to be friendly to one's friends. But to be friendly to the one who regards himself as your enemy is the quintessence of true religion. The other is mere business.*

- Mahatma Gandhi



## SCREENWRITING WORKSHOP

K. Hariharan, director of LV Prasad Film & TV Academy was the Academic Head of the Screenwriting Workshop sponsored by Mr. Kamalhassan at the IIT campus in Chennai. As a sequel to that workshop Kamalhassan announced the making of 30 short films, selected from scripts submitted by participants of the workshop. The Academy and Prasad Labs played host to this event in our screening theatre on 19th June 2009. The crowning achievement of this event was the presence of the renowned screenwriter Mr Jean Claude Carriere who has written for masters like Luis Bunuel and Michael Haneke. Mr. Carriere also has the distinction of writing the script for the stage and the TV version of 'The Mahabharata' directed by Peter Brook. All students of the Academy were fortunate to listen to these two stalwarts as



they expressed their deep desire to encourage the tradition of short filmmaking and the importance of making all our films socially and aesthetically relevant at the same time. Mr.KR Subramanian and Mr. Sivaraman welcomed the guests with fragrant rose bouquets. The media that had gathered for the event was unprecedented and made the page 3 news in almost all papers and magazines!



Mr.KR Subramanian and Mr. Sivaraman welcomed the guests with fragrant rose bouquets. The media that had gathered for the event was unprecedented and made the page 3 news in almost all papers and magazines!

## PIVOT ANIMATION STUDENTS VISIT

A group of 25 Students from Pivot Animation, an Animation training service provider, Chennai visited Prasad facilities on 23rd July 2009 to get a detailed view of the post production industry and work flow . This one day visit enabled students to observe and understand the various functions and services offered by a post-production company. Prasad Faculty included M/s. Ponnaiyan, Ganesh (PFL), Ranjith Shankaran (L.V.Prasad Film & TV Academy), Louis Babu (Prasad Recording Studios), Kumar (Film Edit), Bolan (EFX).



## ARENA ANIMATION 11<sup>th</sup> ANNIVERSARY

One had to actually be there to believe and experience the electricity and euphoria that more than 5500 youngsters can generate as they celebrated the 11<sup>th</sup> anniversary of Arena Animation, Dilsukh Nagar, Hyderabad on 19th July 2009. The chief guest and guests of honor included Shelley Page of Dreamworks, Mohan Krishnan of Prasad Group, Sesa Prasad of Rhythm & Hues and Anand Gurnani of Animation Xpress. Mohan Krishnan gave a detailed presentation on the decades old journey of Special Effects from the pre-computer days in Indian cinema.



## HEALTH TIP - POTATO



**Therapeutic Effect:** The alkaline juice of the potato neutralizes stomach acid and relieves upset stomach, heartburn and even peptic ulcers. Warm potatoes applied externally help alleviate joint and muscle pain and improve circulation. Raw potatoes reduce itching and skin inflammation.

**Components:** Potatoes are very nutritious, supplying complex carbohydrates, fiber and protein; vitamins A, B- Complex and C; and copper, iron, magnesium, manganese, niacin and potassium. When it is possible, eat the nutrient-rich skin. If you do not like it, peel the skin thinly, because many nutrients are concentrated just beneath it. Drinking potato water can help cleanse your intestines and reduce the amount of acid in the gastrointestinal system.

A two day diet of nothing but potatoes is sometimes recommended to flush excess fluid, and the toxins and waste products that fluid may contain, from the body and help purify the blood. The more than 100 potato varieties come in many sizes, shapes and colors (yellow, white and blue, for example). Despite their physical differences, all varieties of potato offer similar health benefits.

Reference : *The Complete Guide to Natural Healing, IMP Inc.*



## WELCOME TO PRASAD GROUP

**PRASAD PRODUCTIONS PVT. LTD., Kolkatta**  
Shouvik Mohato, Marketing Manager

## PRASAD MEDIA CORPORATION LTD., HYDERABAD

Anand Saga, AC Technician - Maintenance  
Danny Paul, Associate - Fun Factory  
A Chandrakanth, Associate - Fun Factory  
K Bhasker, Associate - Fun Factory  
A Sairam, Associate - Customer Care  
M Kiran, Executive - Administration  
G Lavanya Kumar, Technician - IMAX  
S Joseph, Associate - Customer Care  
A Ram Prasad, System Administrator - IT  
R Vijay Babu Reddy, Associate - Customer Care  
G Shiva Kumar, Associate - Customer Care

## PRASAD FILM LABS, MUMBAI

Swati Surve - Secretary  
Rajaram Kamble, Lab Operator  
Sandeep Chandekar, Lab Operator

## WISHING A BLISSFUL MARRIED LIFE

### PRASAD FILM LABS, HYDERABAD

T. Naresh Chandra, Accountant got married to B. Anusha on 12<sup>th</sup> June 2009

### PRASAD FILM LABS, MUMBAI

Rhishikesh Zarakar got married to Vaishnavi on 3<sup>rd</sup> May 2009  
Sachin Parab got married to Madhuri on 21<sup>st</sup> May 2009  
Naresh Gajula got married to Sujata on 17<sup>th</sup> June 2009  
Lal Kant Naik got married to Ujwala on 1<sup>st</sup> July 2009  
Nilam Rawool got married to Atmaram on 31<sup>st</sup> July 2009

### PRASAD MEDIA CORPORATION LTD., HYDERABAD

G Srinivas, Driver got Married to Ramya on 3<sup>rd</sup> May 2009  
Shanthy Kumari, Associate got Married to Ramu on 14<sup>th</sup> May 2009  
Sangeetha, Associate got Married to Balraj on 16<sup>th</sup> May 2009  
B.Masthan, Associate got married to Usha on 20<sup>th</sup> May 2009

## CONGRATULATIONS

### PRASAD FILM LABS, CHENNAI

S. Ramu – Coating Dept. has completed 25 years of service  
S. Bhavani Shankar – Printing Dept. has completed 25 years of service

## BABY NEWS

V. Lakshmi pathi, Electrician, Maintenance Dept., Prasad Film Labs, Chennai was blessed with a baby boy on 21<sup>th</sup> July 2009  
Madhusmitha Divyadarshini Mohapatra Maintenance Engineer (Electronics), Prasad Kalinga Film Labs, Bhuvanewar was blessed with a baby boy on 8<sup>th</sup> May 2009

## RETIREMENT



Mrs. Sarada, Sound Recording Dept. was superannuated from service on 30<sup>th</sup> June 2009 after 23 years of sterling service in Prasad Film Labs, Chennai.



A. Palaniappan, Negative Checking Dept. was superannuated from service on 09<sup>th</sup> July 2009 after 33 years of dedicated service in Prasad Film Labs, Chennai.

## CHILDREN'S CORNER



*Master. M. Manigandan,  
Vth Std.,  
S/o. S.V. Manickavasagam,  
General Dept., Prasad Film  
Labs, Chennai.*



*Miss. S. Maanasi, UKG,  
D/o. Sasikala, Client Service Dept.,  
EFX - Chennai*



*Miss. P. Poornima, 1st Std., D/o. Meera,  
Subtitling Dept., Prasad Video Digital,  
Chennai*



*Master. B. Akash, 1Xth Std.,  
S/o. A. Bosco, Negative Checking Dept.,  
Prasad Film Labs, Chennai.*



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



## WELCOME TO PRASAD

L.V Prasad Film & TV Academy can feel proud this year for having witnessed a 35% jump in the number of applications received for their 3 courses from students all over the country. The students selected for this fifth year batch come from a variety of backgrounds such as visual communication, engineering, fashion designing, commerce and even business administration including six women candidates. From MBA to film direction or editing might seem a long jump for an outsider but for these students it is just a small shift from their mind to their heart! Each one of them expressed their passion for filmmaking in a variety of ways to 3 different interview panels, one headed by Mr. Balu Mahendra and the other two by Mr. KRS and Mr. Sivaraman. The third batch of graduates are ready to embark on their journeys with full confidence as they see some of their seniors already making a mark in the mainstream cinema and the world of documentaries in significant ways. So when the new batch of students enter the portals on the 15<sup>th</sup> of August, the vision of our founder is rekindled again and let us hope and pray that each one of them go on to make their valuable contribution to the great legacy of Indian Cinema.



Welcome to the new batch students.

### Direction

Ashwath Nair  
Balaji N  
Dhayanithi D  
Ekta Arora  
Guru Murthy Sadi  
Manuja Tyagi  
Parthib Dutta  
Ramya Ananthe K  
Sujeeth Y  
Vinayak Ram

### Cinematography

Advaita G  
Ashima Shenoy  
Lenzyel Antao  
Sai Kumar V  
Santosh Bhoopalan  
Siddharth Srinivasan  
Tamal Kanti Paul  
Tejas Pratap Karguppikar  
Vikas Kumar Sinha  
Yethi Premchand

### Editing & Sound

Akshay Vishnu Lotankar  
Arvinth Manoharan  
Benedict Chakravarthy Santiag  
Bhuvaneshwar Varun V  
Mahak Gupta  
Ninad Suresh Khanolkar  
Pasham Shivram  
Prashant Prakashrao Dhumal  
Pratul P Gaikwad  
Purvi Singh

**K.HARIHARAN, DIRECTOR, L.V.PRASAD FILM & TV ACADEMY**

## FRAME BOXX SEMINAR

Frameboxx Animation, Bhopal celebrated its First Anniversary with Big Animation and Prasad Group and organized a mega event on the "Career and Opportunities in Animation and VFX". Mohan Krishnan, Head - Corporate Communications was the chief guest and presented recent VFX projects and interacted with students on the career options in Animation and VFX Industry. Also Frameboxx, Indore had organized an event of student interaction where a very interactive session on VFX was handled by Mohan and Rajesh Bhosle of Big Animation.

## CLUSTERS SEMINAR

Prasad EFX was invited to provide industry insight on animation and VFX by Clusters Animation, Trivandrum on 20th June 2009. The presentation and talk was given by Mohan Krishnan to a group of students of the academy. The event was advertised and widely covered in the local media.

## INTERNSHIP STUDENTS

H.Harish, student of M.B.A (Media & Entertainment) from Whistling Woods International & Manipal University, G.A.Aravind Singh and S.Varun Bhosle of Whistling Woods, students of Production and Editing respectively were at Prasad Facilities in Chennai for a short Internship program as part of an arrangement Prasad Group has with these Academies.



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

The next issue of CONNECT covering the months of August, September & October 2009 will be published in November 2009.

Please email your articles (before 15th October 2009), news (before 30th October 2009) and suggestions to [connect@prasadgroup.org](mailto:connect@prasadgroup.org)