

# connect

**EDITOR'S VOICE**

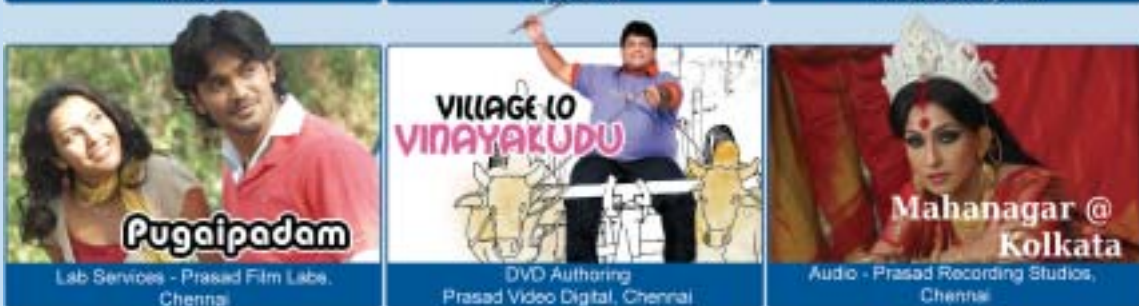

Dear Friends,

It has been heartening to see so many of the films post produced at Prasad Group receive the national awards under various categories. This goes on to prove that the cream of the Indian Film Industry prefers the high quality standards of Prasad Group over that of others. The number of congratulatory messages to Mr.J.Naidu on the national award projects is indeed a big motivation for all of us. Added to this is the praise of the producer and team of BBC's 'West is West' processed at our Mumbai Lab.

We recently had the MPAA site survey at our Mumbai facility and received encouraging inputs. The Kodak ImageCare Audit conducted recently at our Chennai Lab went on well, to the satisfaction of the auditors. All these go on to establish the time tested and proven, quality driven processes of Prasad Group across all its services.

All this would not have been possible without the active contribution of each one of our employees. I am sure that in the times ahead Prasad Group will continue to set the standards for the competition to follow and you as one of our biggest asset in this quest for quality will continue to play an active role and drive the group towards its objectives successfully.

**S.Sivaraman**  
Editor

**RECENT PROJECTS AT PRASAD GROUP**

**CONGRATULATIONS TO THE 56<sup>th</sup> NATIONAL AWARD WINNERS**


*Best Feature Film (Hindi)*

Farhan Akhtar & Ritesh Sidhwani  
(Producers)  
Abhishek Kapoor  
(Director)

*Best Supporting Actor*  
Arjun Rampal

*Best Feature Film (Kannada)*

P. Sheshadri  
(Producer, Director)

*Best Feature Film (Tamil)*

V. Ravichandran  
(Producer)  
Gautham Vasudev Menon  
(Director)

*Best Feature Film (Marathi)*

Ronnie Screwvala,  
Smiti Kanodia & Paresh Mokashi  
(Producers)  
Paresh Mokashi  
(Director)

*Continued on next page...*



## CONGRATULATIONS TO THE 56<sup>th</sup> NATIONAL AWARD WINNERS - Continued...



**GAGGARA**

*Best Feature Film (Tulu)*  
M. Durganand (Producer)  
Shivadhvaj (Director)



**THIRAKKATHA**

*Best Feature Film (Malayalam)*  
Maha Subair &  
Renjith (Producers)  
Renjith (Director)



**GUBBACHIGALU**

*Best Children's Film*  
B. Suresha &  
Shylaja Nag (Producers)  
Abhaya Simha (Director)



**FIRAAQ**

*Best Art Direction*  
Gautam Sen  
*Best Editing*  
A. Sreekar Prasad



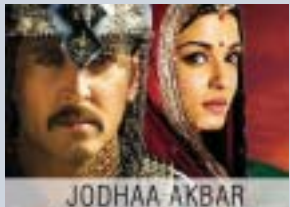
**GANDHA**

*Best Audiography (Marathi)*  
Pramod J. Thomas



**THANKS MAA**

*Best Child Artist*  
Shams Patel



**JODHAA AKBAR**

*Best Costume Design*  
Neeta Lulla  
*Best Choreography*  
Chinni Prakash &  
Rekha Prakash



**FASHION**

*Best Actress*  
Priyanka Chopra  
*Best Supporting Actress*  
Kangana Ranaut

All the award winning feature films featured utilized Prasad Group for various services ranging from Film Lab to Equipment. We take this opportunity to thank them and wish the people behind these projects great success in the years ahead. On hearing this news, congratulatory messages poured in from major filmmakers to Mr.J.Naidu, some of which are published below:

*Congratulations on the big achievement.*  
- **Rakesh Roshan, Producer / Director**

*Heartiest Congratulations. Wish you and everyone at Prasad Labs many many more.*  
- **Ashutosh Gowariker, Producer / Director**

*It has nothing to do with luck. It's only because of the quality you delivered. Hope you continue to do so always. Best again*  
- **Aseem Bajaj, Cinematographer**

*Yours is lions share in our success! Thanks and congrats.*  
- **Paresh Mokashi, Producer / Director, Harishchandrachi Factory**

*Congratulations. It is my pleasure to be associated with Prasad Labs.*  
- **Shivaje Chandrabhushan, Cinematographer**

*Hearty Congratulations. Wish you every Success.*  
- **P.K.Gupta, GM, Rajshri Productions Pvt.Ltd**

*Wow! Wow! Wow! That's wonderful and in fact its amazing as I was just earlier today remembering you on how we should try and get some potential business relationship started between our two organizations (Prasad Labs and YES BANK). Best wishes and congrats once again.*  
- **Karan Ahluwalia, President, Yes Bank**

*Congratulations! You deserve it. It says, " Good Machines can be bought by money, not good human beings." Prasad Lab is rich because of the Great Man behind it & the beautiful people it has. This is my first film & I wish to continue with Prasad possibly till the last film I make. Thank you for all the extended support.*  
- **Reema Mukherjee, Producer / Director**

*Congrats. With you behind the projects, it's not a surprise. Cheers.*  
- **Mahesh Aney, Cinematographer**

*That's great. We always like to work with you.*  
- **Satish Rajwade, Producer / Director**

*Congrats. All the very best and may your success grow by leaps & bounds. God bless.*  
- **Shenazz, Executive Producer, Percept Picture Company**

*Congratulations!*  
- **Ayesha Shroff**

*Congratulations! Very impressive performance again. Our best wishes for the years to follow.*  
- **R.M.Rao, Cinematographer**

*Congratulations on the award worthy films.*  
- **Shirish Kunder, Producer / Director / Editor**

## MPAA SITE SURVEY

Motion Pictures Association of America which includes Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Twentieth Century Fox Film Corporation, Universal City Studios LLLP., Walt Disney Studios Motion Pictures and Warner Bros. Entertainment Inc. is the international body that represents the interests of studios throughout the world. One of their primary objectives is to control Piracy. Towards this they have a site survey program for service providers which is conducted by Deloitte. The Site Security Program's sole purpose is to ensure that Member Company content is reasonably protected throughout the motion picture and television value chain, whether production, post production, or distribution. Between 4<sup>th</sup> and 6<sup>th</sup> of November 2009, Deloitte conducted the survey at Prasad facilities in Mumbai and indicated general satisfaction which was reflected in their later report. Their recommendations for improvement and shortfalls are now being taken up for implementation. This was possible because of the excellent co-ordination and co-operation of the employees and commitment of the management towards making Prasad a world class facility in all aspects.



## L.V.PRASAD FILM & TV ACADEMY FILM FESTIVALS PARTICIPATION

L.V.Prasad Film & TV Academy, a place of growth and learning for aspiring minds, came into its own in the past year. A string of little gems produced in the Academy have found recognition in National and International Forums.

Short Battle Royale a competition of Asian film schools held at LYON, France, voted our academy as the second best film school in Asia for the year 2009. For the 2nd year in succession Prasad Academy has been voted to the 5<sup>th</sup> place in the 10 best film schools around the world on 'Reelshow International', a film student and film school online resource.

**"Nanum Oru Penn"** directed by V.Ramanathan (Third Batch Student) was selected for the National Panorama Section of IFFI



held on Dec 2009. **"Denouement"** directed by Shweta Neetin Korde (Second Batch Student) won the Jury award for the best short film in the Indian International Youth Festival 2009 at New Delhi. **"Apratheekshitham"** directed by Parthan Mohan (Third Batch Student) has been honored in Student competition section in Mumbai International film festival. The short film **"And She Flies"** directed by Mugil Chandran (Faculty - Direction) was selected for screening in the competition section of Mumbai International Film Festival 2010 and



also selected for the prestigious "Plus Camerimage" Festival in Lodz, Poland, held on September 2009, in recognition of Tanveer Mohi-ud-din Mir's cinematography (Third Batch Student) . **"Penn Vesham"** directed by R.S.Prasanna (Second Batch Student) has been selected as the Second Best Short Fiction Film by the Jury of Reelshow International. Ten Diploma films of current batch students were screened in the Chennai International Film Festival, November 2009. The same ten films were also screened at the Third International Short & Documentary Film Festival at Karimnagar, Andhra Pradesh.



With a line of films and students having gained recognition and many others about to step into this spot light, L.V.Prasad Film & TV Academy is seen to be the new force in creating talented and unique film makers.

**R.VENKATA KRISHNAN, Asst.Professor - Editing, L.V.Prasad Film & TV Academy**

## FICCI FRAMES 2009



FICCI Frames Media & Entertainment Business Conclave was held in Chennai on 18th and 19th November 2009 at Hotel Le Royal Meridian. The seminar was inaugurated by the Honorable Chief Minister of Tamilnadu Dr.Kalaignar M Karunanidhi in the presence of Mrs Ambika Soni, Honorable Minister for Information and Broadcasting, Government of India.

Mr.Kamal Hassan was chairman of the Media & Entertainment Conclave Core Committee and Mr.Sai Prasad was a member of the Committee. Prasad Group was Associate Partner of this prestigious event. Several Interesting and informative sessions constituted the program and speakers from Prasad Group included M/s. Ramesh Prasad, Sai Prasad and Himakumar, EFX. Mr.Ramesh Prasad was part of the panel in the session 'Future of the Cinema Theater. Mr.Sai Prasad spoke in a

very interesting session on 'Dynamics of Digital Cinema and the Evolution of Film Labs'. His speech focused on the importance of a central role of the film lab in the emerging digital scenario.

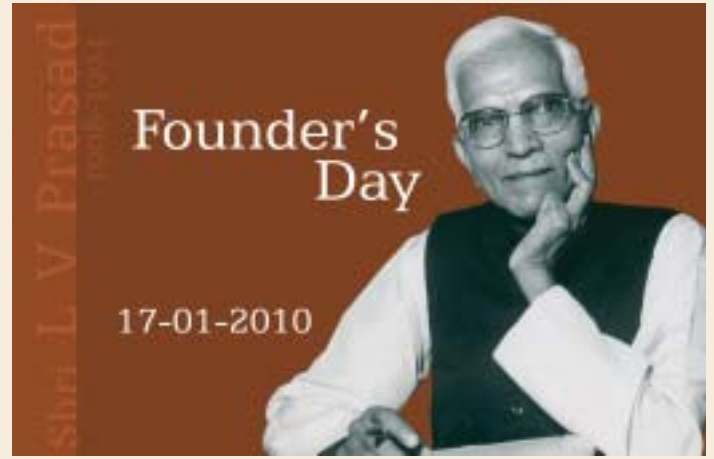
Mr.Himakumar of EFX participated in a session on VFX and showcased the work done by Prasad EFX in the recent Telugu blockbuster Magadheera.



## CII - BIG PICTURE CONFERENCE



CII Big Picture Conference was held at Goa on 24th November 2009 to coincide with the IFFI 2009. Mohan Krishnan, Head - Corporate Communications, Prasad Group, participated as a panelist in the session 'India - The Emerging Services Destination'. Mohan emphasized the importance to position India as a Preferred Destination, and not just as a destination, by organizing ourselves to deliver efficiently, bringing in mechanisms to make service providers responsible, accountable and the setting up of a body to monitor and enforce action where required in the larger interests of the Image of India.



Prasad Group Founder's day, celebrating the birthday of Shri.L.V.Prasad, was on 17<sup>th</sup> January 2010 and employees at all Prasad facilities paid their respects to our founder. To coincide with this Poor Feeding was organized for orphans of 'Kakkum Karangal' in Chennai.

### MIND SCREEN STUDENTS VISIT

A group of 15 students from Mind Screen, a learning center for Visual Arts & Technology visited Prasad facilities at Chennai on 27th January 2010. The tour took them through the entire post production pipeline. They interacted with M/s.Ponniyan, Pasungodi (Prasad Film Labs) & Rama Murthy (DI, EFX).

## PRASADS - HYDERABAD'S PRIDE



1. **Chevrolet Beat** was launched in Hyderabad at PRASADS on 24th January 2010.

2. **Hungama** Telugu TV Channel held a promotional event on 16th January 2010 at PRASADS.

3. **Hurricane Bells**, a band which was featured in the 'Twilight Saga: New Moon' movie gave a performance at PRASADS on 3rd February 2010.

4. The new **TATA MANZA** was on display at PRASADS on 16th and 17th January 2010.

5. **Bonjour India** showcased legendary films including major masterpieces from the "New Wave" cinema in association with the Cinémathèque Française at PRASADS from January 14th to 17th 2010.

6. **AVATAR** was released in Prasad's IMAX to a grand reception by the audience. The film has stunning visual effects which were even more enhanced when seen in the Giant IMAX screen on 3D.

For more news and information about PRASADS, visit, [www.prasadz.com](http://www.prasadz.com)





# School Report

The Times NIE in association with IMAX organised a movie review for the Times NIE member students. The movie they saw was "Fly Me To The Moon." Read on to know how they enjoyed the scientific kiddie flick...

# o the MOON and back!

### Animation redefined!

Animation redefined! The movie 'Fly Me to the Moon' is a beautiful blend of science and imagination. It takes us on a journey to the moon and back, showing us the wonders of space exploration in a way that is both educational and entertaining. The animation is top-notch, with vibrant colors and smooth movements that bring the lunar landscape to life. The story is simple but powerful, capturing the spirit of adventure and discovery that has always driven humanity to reach for the stars.



MOVIE REVIEW

Perfect!

Truly enjoyable!

### Marvellous adventure!

Marvellous adventure! 'Fly Me to the Moon' is a fantastic introduction to space exploration for young audiences. It combines educational content with a fun, engaging story. The characters are relatable and their journey is inspiring. The movie is a great example of how to make learning about science both enjoyable and accessible. It's a must-watch for anyone interested in space and the future of exploration.

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# City Chronicle

DECCAN CHRONICLE. MOVIE GOERS SEEK ENTERTAINMENT CENTRE. Theaters told to change or perish.

Panel discussion. These days, moviegoers are looking for more than just a film. They want an experience. They want a place where they can watch movies with their families, where they can dine together, and where they can enjoy a variety of entertainment options. This is why multiplexes are becoming the new norm in the industry. They offer a more complete entertainment experience that caters to the needs of modern moviegoers.



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Ramash Prasad MD for the Prasad Group. Theaters told to change or perish. The industry is shifting towards multiplexes, and those who don't adapt will struggle to survive. This is a significant challenge for traditional theaters, but it also presents an opportunity for those who can embrace the new model.

### NOT ON CAMPUS

### Vonderfull!

Vonderfull! The movie 'Avatar' is a masterpiece of modern cinema. It combines stunning visual effects with a compelling story and powerful performances. The world of Pandora is brought to life in a way that is both immersive and awe-inspiring. The film is a testament to the power of technology in storytelling and a landmark achievement in the history of the film industry.

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# -An instant classic-



### Avatar?

Avatar? Today, it's a word that means a lot of things. It's a word that represents a new era of cinema, a word that signifies a leap forward in technology and storytelling. 'Avatar' is not just a movie; it's a cultural phenomenon. It has captivated audiences around the world and has set a new standard for what a movie can be. The film's success is a testament to the power of innovation and the universal appeal of a well-told story.

### Animation Xpress.com

Prasad EFX executes 85 VFX shots for Tamil 'Eeram'. Animation Xpress.com is a leading provider of visual effects services for the film industry. We have worked on numerous high-profile projects, including the Tamil movie 'Eeram'. Our team of talented artists and technicians are committed to delivering high-quality, cost-effective solutions for our clients.

### SCREEN

SCREEN. The Indian animation industry is taking bigger and bolder steps. It is exploring new genres and subjects, and is beginning to compete with the best of the world. This is a exciting time for the industry, and we are confident that it will continue to grow and thrive in the years ahead.

### Reality gets animated

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### voices

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Audience these days need a wholesome experience, an entertainment centre where he and his children can watch movies of their choice, and where the family can dine together later. This is the vision of the Prasad Group, and we are committed to making it a reality for our customers.



## BBC FILMS TEAM VISIT

"West Is West" an English feature film, which is the sequel to the highly successful and world renowned British classic "East Is East" (which has been something of an ambassador for British film world wide) was processed and telecined at Prasad Film Labs, Mumbai. West Is West's main financier is BBC films and UK film council and produced by Ms Leslee Udwin. The film directed by Mr Andy De Emmony was cinematographed by Mr. Peter Robertson. Lead actors were Om Puri, Ila Arun, Vijay Raaz from India and Linda Bassett, Lesley Nicol, Emil Marwa from London. The film was shot extensively in and around Chandigarh for 5 weeks and will be shot for a week in London.

The Producers have informally agreed for processing 4/5 feature films in Hindi/English for BBC over 2/3 years at Prasad Film Labs, Mumbai. Harish, who is a leading Executive Producer and who also worked on Darjeeling Ltd, is the line producer for these movies. He had strongly referred Prasad for processing in terms of quality and timely service.



Harish assured them equally good quality and service from Prasad. Leslie felt that everyone in BBC were just infatuated with the success of " Slum Dog Millionaire." She spoke to me at length and was finally happy and convinced with the assurance we gave her.

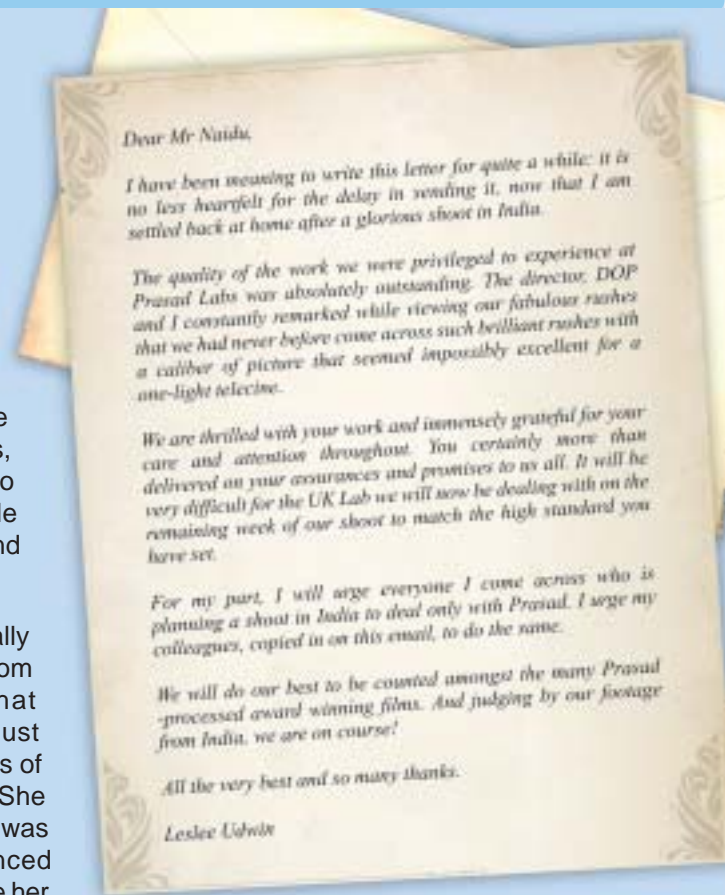
The Director, Andy De Emmony and the DoP Peter Robertson visited our lab in the month of Sept 09 and took a tour of our facilities. Peter even took a test of the Panavision cameras and was happy with the results, but could not use them as the Producers had already finalized the Cameras in UK. The DoP and Director were very happy with the facilities and decided on processing the Negatives with us.

We processed their negatives daily and also did their telecine with a turn around time of 12 to 18 hours daily. They used to deposit about 4000 feet everyday before 8/10 PM and we processed the same night, did a one light key code transfer over night and delivered the DVDs by 8 AM the next day. This was as per the commitment we had given to the Producers.

They have since finished their entire shoot and are more than happy with the quality of processing and telecine. Initially, we had serious problems in convincing their solicitors in UK and LA. But once convinced they agreed to co-operate with us on the Lab Agreement and the clauses. This in itself was a big achievement and is a good case study for all our future International projects. The persuasion finally paid off.

The Producer has also sent a wonderful letter of appreciation of the Services of Prasad Film Labs, Mumbai (Printed above).

**J.NAIDU, Head of Operations, Prasad Group, Mumbai**



## MAAC ACADEMY STUDENTS VISIT

A group of 20 students from MAAC, Maya Academy of Advanced Cinematics visited Prasad facilities on 28th January 2010 to gain an overview of the feature film post production processes and learn about the services of Prasad Group. The detailed tour took them through the entire post production pipeline. The faculty at Prasad included M/s.Ponnaiyan, Pasungodi (Prasad Film Labs), Kumar (Film Edit), Malathy (Prasad Video Digital), Krishna Moorthy (Audio).



## WELCOME TO PRASAD GROUP

### PRASAD MEDIA CORPORATION LTD., HYDERABAD

B Srinivas, Associate - Concessions  
B Surender, Associate - Fun Factory  
P Venkatesh, Associate - Concessions  
P Ajay Kumar, Associate - Fun Factory

### PRASAD FILM LABS, MUMBAI

Swapnil Kadavadar, Trainee - Accounts

### PRASAD FILM LABS, CHENNAI

G. Narasimhan - EDP

## CONDOLENCE

**P. B. Moorthy** - General Dept. of Prasad Film Laboratories, Chennai expired on 4th December 2009

*Our heartfelt condolences to the bereaved family.*

## CHILDREN'S CORNER



*Master.R. Viswanath, II<sup>nd</sup> Std.,  
S/o. V.Rajasekar, Sr. Graphic Designer, CG Dept.,  
Prasad Video Digital, Chennai*

**Hello Children, Participate and receive a gift.  
Send your Drawings, Paintings, Poems, etc., to  
Prasad Group Corporate Communications,  
58, Arunachalam Road, Saligramam,  
Chennai -600 093.**

## SELF AWARENESS TRAINING PROGRAM



A training program on "Self Awareness" was conducted by Mr. Martin Robert, Training Manager – Prasad EFX on 21st November 2009. Supervisors from Grading, Printing, Developing, Chemical and Maintenance Department of Prasad Film Labs attended the program.

## HEARTY WISHES FOR A BLISSFUL MARRIED LIFE

**Laxman Kadam**, Chemical Mixer - Chemical Department, Prasad Film Labs, Mumbai married **Sonali** on 22nd November'09.

**Priya Kshirsagar**, HR & Admin Assistant, Prasad Film Labs, Mumbai married **Deven Vedak** on 29th November 2009.

## BABY NEWS

**Shabbir Vasta**, Maintenance Technician, Prasad Film Labs, Mumbai was blessed with a baby Boy on 1st November 2009.

**V. Saravanan**, Supervisor, Receiving and Delivery Dept., Prasad Film Laboratories, Chennai was blessed with a baby Girl on 18th December 2009.

**Arvind Singh**, Lab Coordinator - EFX, Mumbai was blessed with a baby Boy on 25th January 2010.

**Akash Sompura**, Compositor - EFX, Mumbai was blessed with a baby Boy on 30th January 2010.

## CONGRATULATIONS

### PRASAD VIDEO DIGITAL, CHENNAI

**V.Sakthivel**, Technician - Telecine has completed 15 Years of Service

**K.Mari**, Office Assistant - Audio has completed 15 Years of Service

### PRASAD FILM LABS, CHENNAI

**S. Seetharaman** - Chemical Dept. has completed 25 years of service

**A.V.S. Raviraman** - Optical Dept. has completed 25 years of service

**P. Murugesan** - Negative Checking Dept. has completed 25 years of service

**P. Durga Lakshmana Rao** - General Dept. has completed 15 years of service

**A.S. Balakrishnan**, Supervisor, House Keeping Dept., Prasad Film Labs, Chennai has attended work on all the working days in the year 2009 and was rewarded with a gift cheque in appreciation of his 100% attendance.

## RETIREMENT

**Jaganath Mohanty**, Asst. Administrative Officer was superannuated from service on 31<sup>st</sup> December 2009 after 20 years of dedicated service in Prasad Kalinga Film Lab Ltd., Bhuvanewar.



## HEALTH TIP

**Vegetables, of course, give us the benefit of their vitamins and minerals. They also support our health with their own active ingredients.**

### Anthocyanins and Carotenoids

Anthocyanins are the purple pigments in beetroots and Carotenoids, which include beta-carotene, are the orange-red pigments in carrots and apricots, related to vitamin A. Both groups of substances are antioxidants that work to protect cells from free radicals.

### Sulfides

Sulfides are found in garlic, radishes, leeks and onions. These sulfur-based substances support metabolism. Garlic contains alliin, which the body converts to the sulfide allicin, a potent antibiotic.

### Pectin

Found in apples, cabbage, carrots, parsley, bananas and ladiesfingers, Pectin cleanses toxins from the body and lowers cholesterol.

### Phenols and Glucosinolates

Members of the cabbage family, such as cabbage, brussels sprouts, cauliflower and broccoli, possess these substances which help cleanse the body of carcinogens, as well as other toxins.





## SHAKTI FOUNDATION - WORLD DISABILITY DAY



Prasad Group participated in the World Disability Day function organized by The Shakti Foundation on 14<sup>th</sup> November 2009. The Oath was taken by Ruth of Prasad Video digital and Mugil Chandran of L.V.Prasad Film & TV Academy along with representatives of various organizations. Stalls were put up by companies to interact with the children who thronged the Rajaratnam Stadium at Egmore, Chennai. Prasad's stall was manned by Mr. Bosco and Ms. Pasungodi (Prasad Film Labs, Chennai), Ninad, Ashima Shenoy (Students of L.V.Prasad Film & TV Academy, M.S. Bhaskar (EFX - Chennai) and Mohan Krishnan (Corporate Communications).

Sadly, Mr. Bosco who showed particular enthusiasm in interacting with the children and volunteered to be part of all such activities in the future passed away due to a heart attack recently.



*Mr. Bosco at the World disability day event*

## KODAK ASSESSMENT AUDIT



Kodak Imagecare Assessment on Camera Negative Processing for Prasad Film Labs, Chennai was performed on 27<sup>th</sup> November 2009 by Mr. Jerry Tribuzio of Kodak, Australia.

*Mr. Sai Prasad was elected unopposed as Executive Committee Member in Studio Group of the South Indian Film Chamber of Commerce for the year 2010 - 11.*



*Truth and untruth often co-exist; Good and evil often are found together.*

*Mahatma Gandhi*

## FESTIVITIES

*Christmas decorations at Prasad Film Labs, Mumbai*



*Christmas decorations at EFX - Chennai*



*Pongal decorations at EFX - Chennai*



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 | Singapore | Hollywood

The next issue of CONNECT covering the months of February, March and April 2010 will be published in May 2010. Please email your articles (before 15th April 2010), news (before 30th April 2010) and suggestions to connect@prasadgroup.org