

# connect

## EDITORS VOICE

It is a well known fact that the growth of economy and over all development of a Nation very much depends on its people and their productivity. Even if a Country is endowed with rich natural resources and has built great infrastructure, it is still not possible for it to achieve economic growth and prosperity without the active participation of its people or without optimizing human resources. The same applies for organizations as well.

India is considered to be one of youngest Nations in the World going by Country's demographic pattern which shows that we have the largest percentage of young people (in the age group of 20 to 35). Taking this great advantage, we can indeed propel our Country to the position of a developed nation and an economic super power. In fact the economists say, the main reasons for the slow or declining growth of the developed Countries like U.S., U.K. and the Europe is its aging population and the consequent problems of low productivity and increased spend on health care and pension fund. In a thriving economy every industry plan to harness the human resources by organizing training programs to develop skill sets specific to their needs and to ensure steady supply of trained man power. The Universities and educational Institutions should turn out skilled Engineers, Technicians and Managers of special skills who are Industry ready.

L.V. Prasad Film & Television Academy was started in the year 2006 with those lofty ideals and today it is heartening to see that our students are absorbed into the main stream film industry like water to sponge. They have already made their mark in the short film category and won many awards in major National & International film festivals besides critical acclamations. With Mr. Balaji Mohan's "KAATHALIL SOTHAPPUVADHU EPPADI", L.V.P. Academy students have gone a step further in launching themselves within the big league- the main stream Cinema. I am sure they will continue to achieve more in the years to come and create a new bench mark in film making standards. Connect wishes them all the best in their endeavors. We should also congratulate Mr. K.Hariharan and his team for grooming the boys (and the girls as well).

**S.SIVARAMAN, Editor**

## RECENT PROJECTS AT PRASAD GROUP



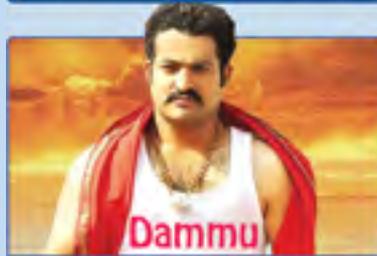
Lab Services - Prasad Film Labs, Mumbai



Lab Services - Prasad Film Labs, Chennai



Lab Services - Prasad Film Labs, Trivandrum  
VFX & DI - Prasad EFX, Chennai



VFX & DI - Prasad EFX, Chennai & Hyderabad  
Lab Services - Prasad Film Labs, Hyderabad



Lab Services - Prasad Film Labs, Bhubaneswar  
VFX - Prasad EFX, Chennai



Lab Services - Prasad Film Labs, Bangalore  
VFX & DI - Prasad EFX, Chennai



VFX & DI - Prasad EFX, Chennai  
Lab Services - Prasad Film Labs, Chennai



Audio - Prasad Recording Studios, Chennai



Lab Services - Prasad Film Labs, Hyderabad  
VFX & DI - Prasad EFX, Hyderabad



Lab Services - Prasad Film Labs, Hyderabad



Blu-Ray Authoring - Prasad Group, Mumbai



DVD Authoring - Prasad Video Digital, Chennai

## L. V. PRASAD FILM & TV ACADEMY CONGRATULATES DIRECTOR BALAJI MOHAN

They say nothing succeeds like success and it was a red letter day for the LV Prasad Film & TV Academy when Balaji Mohan, an Editing student of the first batch went on to release the most successful film of early 2012! 'Kadhalil Sodapavudhu Eppadi' is certainly an unusual title to launch a debut film. But director Balaji Mohan believes that the best way to reach the viewers' heart is to tell the usual love stories in unusual ways! Besides the



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L. V. PRASAD FILM & TV ACADEMY FELECITATION



Mr.Nirav Shah, Mr.Sashikanth, Mr.Hariharan & Mr.ArunKumar Bose at the function



Mr.Sivaraman welcoming guests



Cinematographer & Producer Nirav Shah addressing the audience



Mr.K.Hariharan addressing the gathering



Producer Sashikanth giving a speech



Director Balaji Mohan honoured by Mr.K.Hariharan, Director - L.V.Prasad Film & TV Academy

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ten minute promo which he made of the same story on You Tube, what attracted ace cinematographer Nirav Shah and producer Sashikant was the meticulous planning he had done to make two language versions within just 36 days! They roped in reputed actors Siddharth and Amala Paul and made Balaji's dream come true. To celebrate this achievement the Academy hosted a felicitation to honour the main production crew and three more students, Direction Assistants Kailasam, Ramya Ananthe and Assistant Editor Prasanna who were part of the film. Mr.Nirav Shah and Mr.Sashikant expressed their deep admiration for Balaji and his crew and wished the students of the Academy the very best for a glorious future!

**R.N.Subramanian, Head- Administration, L.V.Prasad Film & TV Academy**



Director Balaji Mohan gives an inspiring speech to the students

3ALITY TECHNICA OFFICIAL VISIT

Mr. Joey Romero, Director of Sales at 3ality Technica visited Prasad Facilities in Chennai in the month of March 2012. Mr.Joey is responsible for helping to define and develop the 3D market in India and in new territories such as China. 3ality Technica is an integrated entertainment company dedicated to live-action 3D. The company has brought together top people in 3D, production, and digital post-production to create a unique environment that is purpose built for uncompromising quality, from acquisition through exhibition. 3ality Technica employs a team that has had a significant hand in almost every live action 3D film and theme park experience ever made. They have the largest number of 3D researchers in the entertainment industry and the largest 3D studio and R&D facilities which enables them to do great work.



PRASAD GROUP IN FACEBOOK



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**L. V. PRASAD FILM & TV ACADEMY**  
<http://www.facebook.com/lvprasadacademy>

**PRASADS**  
<http://www.facebook.com/pages/PRASADS-Entertainment-Complete/206622158725>

TALENT SPLASH AT VISTA SCHOOL

Vista School, Hyderabad, managed by Pearson Schools - one of the leading learning companies, is a co-educational school that seeks to nurture future-ready global youth who are equipped with academic excellence, confidence and leadership qualities. Vista is a private school that strives to provide a high quality environment that is innovative, challenging and enterprising. The school management organised an event called "TALENT SPLASH" for the students on 3rd March 2012. Mr.Ramesh Prasad was the Chief Guest at the function and he addressed the students with a motivating speech.



REPUBLIC DAY CELEBRATIONS



The 63rd Republic Day was celebrated at PRASADS Multiplex and Mall, Hyderabad. Mr.J.Krishna Kishore, CA, IRS, Commissioner-Income Tax, Govt.of India presided over the function and hoisted the National Flag at 8.45 am on 26th January 2012. All employees led by Mr.Ramesh Prasad and Senior Managers attended the function.

PRASADS SIGNS DEAL WITH SANGEET CINE LIESURE



Sangeet 70mm, the landmark cinema that first brought Hollywood movies to the city, is taking on a new avatar "Sangeet Cine Leisure" and will also have retail stores, gaming zones, food court and a three-tier underground parking facility.

PRASADS signed a new property deal for a 4 screen multiplex at Sangeet Cine Leisure. Mr. Ramesh Prasad is seen here exchanging the agreement with Mr.Akshath Mishra, owner of Sangeet Cine Leisure, Secunderabad's first mall-cum-multiplex.

TRAINING PROGRAMS AT PRASAD GROUP

The Prasad Group training department has trained 713 people and managed 464 training man-days in the financial year 2011-12.



"Finance for Non-Finance Resources" programme was conducted for all the HOD's in view of reinforcing their ability to forecast, budget and control financial activities of their respective departments.

Mr. Venkat Sundar, an external training consultant, facilitated the programme on 18th February 2012. 23 HOD's across facilities from Chennai, Hyderabad, Mumbai, Bangalore, Kolkata, Kerala and Bhuvaneshwar were a part directly and through live video. The interest and commitment displayed by our HOD's was commendable and we look forward to great support from all of them in conducting various training initiatives in this financial year too.

**MARTIN ROBERT - Manager, Training - PRASAD EFX**



FIRST THEY IGNORE YOU,  
THEN THEY LAUGH AT YOU,  
THEN THEY FIGHT YOU,  
THEN YOU WIN.

MAHATHMA GANDHI

PRASAD CRICKET LEAGUE - 2012

This year's Prasad Cricket League II started on 27th February 2012 with 20 teams participating across different departments, divisions and companies - Prasad Film Laboratories, Prasad Video Digital, Film Restoration, Stereo Imaging, Computer Graphics, PXDC Network and LVP Film & TV Academy. The teams played a 12 overs format game and competed with great team spirit. The professionalism was evident from their sports dress code, adherence to rules and regulations, punctual presence for the games and compliance with the referring officials. The PCL format included Knock Out Stage, Super 10, Fantastic Five – four teams qualified themselves for Semi-finals based on their "Net Run Rate", Semi- Finals & Grand Finale. The Grand Finale started with "Super Two Overs Tournament" at 8.30 am on 6th May 2012 at YMCA Ground, Chennai. Four Teams - Restore Axe, Restore Titans, Restor Kings and Prasad Kings competed for the cup which eventually was won by 'Restore Kings'.

PCL II finals started at 10 am with the team introduction and Mrs.Jaya Vasant tossing the coin. White Hearts (Restoration) won the toss and elected to field. Thimingalam (CG) managed to put on 67 runs for the loss of 7 wickets in the stipulated 15 overs. White Hearts in reply, made 68 in 11 overs for the loss of 3 wickets and took the cup. Saravanan of White Hearts was declared Man of the Match for his match winning knock of 32 not out. He received this award from Mr. Hima Kumar who was present from the very beginning encouraging the teams. Mrs. Kavita Prasad gave away the PCL II Trophy to the winning team.

- TEAM HR

THE TEAMS

Eleven Idiots	- Computer Graphics
Thimingalam	- Computer Graphics
DI Thaos	- DI
Payum Puli	- LVP Academy
Seerum Siruthai	- LVP Academy
Restore Titans	- Restoration
Restore Axe	- Restoration
Restore Kings	- Restoration
White Hearts	- Restoration
SID Starts	- Paint, SID
Play Boys	- Matte, SID
Roto Rangers	- Roto, SID
Roto Rockers	- Roto, SID
Roto Riders	- Roto, SID
Conversion Guns	- Conversion, SID
Last Count- Pitch Rulers	- General, SID
Pirates of Prasad	- PVD
PXD Super Kings	- PXD
Lab Riders	- Labs
Prasad Kings	- Support Team



PRASADS - HYDERABAD'S PRIDE



THE HINDU - WORLD OF WOMEN RALLY

It was women power to the fore at PRASADS, Hyderabad on 8th March 2012, Sunday morning. Youthful exuberance and experience competed in an all-women treasure hunt on their four-wheelers, in which about 300 women in the age group of 18 to 70 participated. Flagging off The Hindu-World of Women (WoW), 'Heels on Wheels Treasure Hunt' car rally, Managing Director of Margadarsi Chit Funds and Kalanjali, Ch. Sailaja Kiron recalled how people only used 'Mother Earth and Bharat Mata' while referring to the globe and India. "Women have always been known as bold, intelligent and above all, tolerant," she said amid applause. The venue echoed with raucous revelry for the programme organised as a part of the International Women's Day. Sunday's rally was presented by Jain Housing and powered by Tata Nano, with PRASADS as the Associate Sponsor.

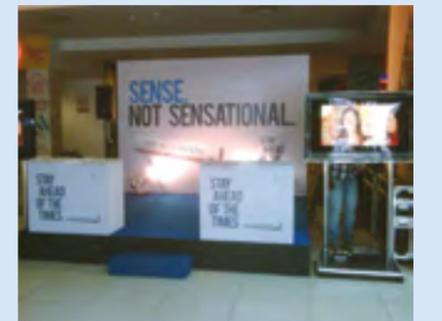


HYDERABAD TIMES - FRESH FACE OF THE YEAR 2012

After months of anticipation, gruelling auditions and plenty of grooming, nine boys and eight girls found themselves gearing up for the event they had been waiting for all year. The finale of the Clean and Clear Hyderabad Times Fresh Face 2011 that was held on 12th January, Thursday evening at Prasad's Multiplex, saw a large number of people including friends and family members join in on the action. The judges for the grand event included Telugu Film actor Navdeep, designer Shraavan Kumar and actress Chinmayi.



Honda launched its new model bikes CBR 250R and 150R at PRASADS on 24th March and 31st March respectively.



'The Hindu' promoted its news paper on 24th February at PRASADS



1. MTS Red Energy launched its Android phone at PRASADS on 7th January 2012
2. Reliance Digital promoted their products at PRASADS on 26th January 2012
3. Samsung displayed and promoted its high end 'Galaxy Note' at PRASADS on 11th February 2012
4. MTS Ablaze promoted its wireless broadband device at PRASADS on 24th and 25th March 2012

For more news & details, visit our website [www.prasadz.com](http://www.prasadz.com)



<http://www.facebook.com/pages/PRASADS-Entertainment-Complete/206622158725>



PRASAD GROUP IN THE MEDIA



WELCOME TO PRASAD GROUP

**PRASAD MEDIA CORPORATION LTD., HYDERABAD**

- N Swaroop Kumar, Associate - Customer care
- A.Bhargava, Associate - Customer care
- C Akhilesh, Associate - Customer care
- N Raju, Projectionist - Multiplex
- V Yadagiri, Projectionist - Multiplex
- K Srikanth, Associate - Fun Factory
- M Subramanyam, Associate - Fun Factory
- G Vinod Raju, Associate - Fun Factory
- U Suguna, Associate - Fun Factory
- A Sarvesh, Associate - Fun Factory
- N Ravi kiran Mudiraj, Associate - Fun Factory
- V Naresh, Associate - Fun Factory
- Layesh Patro, Manager - Facilities

**PRASAD FILM LABS, MUMBAI**

- Peter McArthur, Domain Specialist
- Onasis Gonsalves, Manager - Facility & Administration
- Siddhi Pujara, Manager - Accounts
- Nikolaos Pentaris, Colorist
- Martin Sansom, Colorist
- Laxman Ghodke, Trainee - Lab
- Shankar Kadam, Electrician
- Sagnik Bhattacharjee, Production Executive
- Balaram Modem, Data Manager
- Manoj Lakkakula, Technician - Scanning
- Meena Shrivastava, HR Manager
- Jyoti Boricha, AM- 3D Operations
- Rimi Sahu, Production Coordinator

BABY NEWS

**PRASAD MEDIA CORPORATION LTD, HYDERABAD**

- Mosin**, Supervisor - Security was blessed with a baby girl on 20th March 2012
- G.Srinivas**, Driver was blessed with a baby girl on 13th March 2012
- Kailash Behra**, Plumber - Maintenance was blessed with a baby girl on 15th March 2012

**PRASAD FILM LABS, CHENNAI**

- V. Saravanan**, Supervisor - Receiving and Delivery Dept was blessed with a baby boy on 19th February 2012

**PRASAD FILM LABS, MUMBAI**

- Sujit Suvarna** - Asst Manager, Brand Activation (Sales) was blessed with a baby girl on 21st March 2012
- Ganesh Prajapati**, Jr Machine Room Operator - Telecine was blessed with a baby boy on 18th March 2012
- Yashwant Bangera** - Printing was blessed with a baby boy on 12th March 2012
- Krushna Arekar** - Printing was blessed with a baby boy on 1st February 2012
- Venugopal Rao**, Colorist - DI was blessed with a baby boy on 7th March 2012



HEARTY WISHES FOR A BLISSFUL MARRIED LIFE

**PRASAD MEDIA CORPORATION LTD., HYDERABAD**

- A.Ram Prasad**, System Administrator, married Ratna Kumari on 04th February 2012
- Balraj**, Supervisor - Box office, married Kalpana on 14th march 2012.



RETIREMENT

- P. Parthasarathy** – 70 MM Dept. of Prasad Film Labs, Chennai was superannuated from service on 14.02.2012 after 33 years of service.
- Poonama** – Stenographer of Prasad Film Labs, Hyderabad was superannuated from service on 18.01.2012, after 21 years of service.

CONGRATULATIONS

**PRASAD FILM LABS, CHENNAI**

- K. Shivaji** – Positive Checking Dept. of Prasad Film Laboratories, Chennai has completed 25 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 2011 and was rewarded with a gift cheque in appreciation of his perfect attendance. This is the fifth year in which he has put in hundred percent attendance.

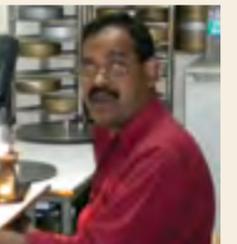


CONDOLENCES

- B.S. Mohan Doss** – Grading Dept. of Prasad Film Laboratories, Chennai passed away on 27.03.2012 at the age of 62 Years.



- Deepak Kothmire** of Prasad Film Labs, Mumbai expired on May 5, 2012 at the age of 53 Years. An internal contribution from employees of Rs. 28200 was collected and handed over to his family



*Our condolences to the bereaving family and friends*

AWARDS & RECOGNITION AT FILM FESTIVALS FOR L.V.PRASAD FILM & TV ACADEMY STUDENTS IN 2012

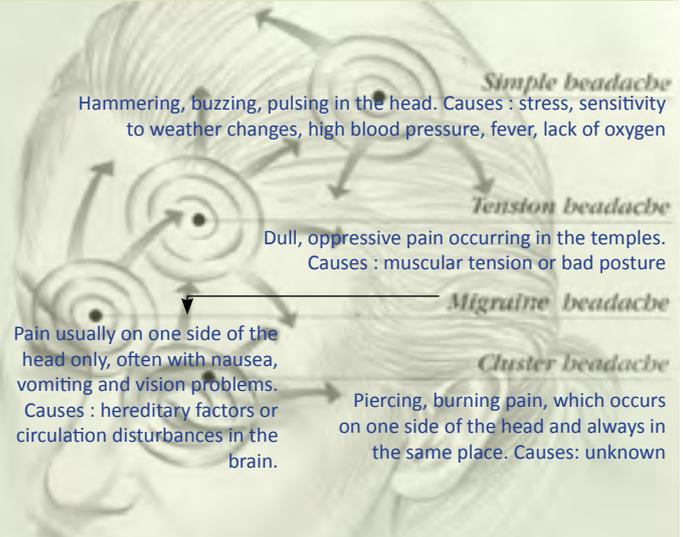
Festival name	Country	Category	Film Name	Student
14th International Student Film Festival	Tel Aviv University, Israel	Competition Section	Indhiyam	Ekta Arora
Sehsuchte	Germany	Competition Section	Nirgun	Parthib Dutta
International Tamil Film Festival	Norway	Competition Section	Naanum Oru Penn And She Flies Kal Dhuruva Natchathiram	Ramanathan V Mugil Chandran Manjunathan Aravind S
Signs	Trivandrum	Best Experimental Film	Head Down Family	Manoj Leonal Jason
Kaolin Film Festival	Chennai	Best Film Best Direction	Nirgun Nirgun	Parthiv Dutta Parthiv Dutta

## SATYAJIT RAY FILM & TELEVISION INSTITUTE STUDENTS VISIT

Satyajit Ray Film & Television Institute (SRFTI), Kolkata, sent two groups of students to visit Prasad facilities in Chennai on 20th February and 27th March 2012 to gain an overview of the feature film post production services and an insight into the services of Prasad Group. The detailed tour took them through the entire post production pipeline which included Digital Intermediate, Film developing & Printing, Telecine, Audio and Graphics.

## AILMENTS & TREATMENTS - HEADACHES

A headache, one of the body's most powerful alarm signals, is often a sign of physical or psychological overload. There are several types of headaches, and they differ according to how and where the pain occurs. These include tension, cluster, simple and combination headaches and migraines – an especially intense form that is often accompanied by nausea and impaired vision. The pain can be triggered by many things. A common cause of headache is tense muscles in the head or neck. Headaches may also be a symptom of stress, caffeine withdrawal, allergies, certain infectious diseases or the result of too much alcohol. Constricted or expanded blood vessels, as well as altered pressure in the head (which occur when the weather changes), can also produce headaches. Natural methods - including relaxation exercises, massage and homeopathic remedies – can often be as effective as standard medications in preventing or relieving the pain caused by the different forms of headache.



### WHAT YOU CAN DO:

**Relaxation and avoidance of stimuli:** Crating a soothing environment, free of such external stimuli as light and noise. Ventilate the room; a fan will help circulate the air (but don't let it blow directly on you). Close the windows and draw the blinds. Turn off the radio and TV and unplug the phone. If the area is still noisy, put cotton balls or ear plugs on your ears. Consciously try to relax, preferably with the aid of a relaxation technique, such as yoga.

**Help from acupressure:** Use your thumb and index finger to press against the bridge of your nose at the corners of your eyes. Or, rub the center of the fleshy webbing between your indexes and thumb.

**A soothing footbath:** A footbath diverts the blood supply from your head to your feet. Bathe your feet in a basin of 115°F is reached. After soaking your feet for 5 minutes, pour in cold water until the temperature is lukewarm. Put on wool socks and lie down for about 20 minutes.



**Extra Tip:** This time-tested home remedy can provide quick headache relief. Put a few drops of fresh lemon juice into a cup of black coffee and drink it in small sips.

**Warning:** This is not for people with sensitive stomachs.



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