

Press Note

For Immediate Release

March 22, 2024

The LiFE of Our Planet on the Big Screen: Three Days 'Environmental Film Festival & Forum on LiFE' in Chandigarh concluded | March 20-22, 2024

March 22, 2024, Chandigarh – The curtain fell on the 'Environmental Film Festival & Forum on LiFE' at Panjab University, marking a triumphant close to a three-day saga of films, discussions, and workshops aimed at championing the cause of environmental preservation. Hosted in Chandigarh from March 20-22, the festival saw an impressive turnout of over 1,000 youths, participating in an array of activities designed to foster environmental consciousness. This event was a collaborative endeavor by the Punjab State Council for Science & Technology under its Environmental Education Program, the Centre for Media Studies (CMS VATAVARAN), and Panjab University.

The festival's closing highlight was the poignant "Gyamo: Queen of the Mountains" by the renowned Mr. Gautam Pandey, leaving a lasting impact on viewers with its compelling conservation message.

Distinguished guests, including **Dr. Jatinder Kaur Arora, Executive Director of the Punjab State Council for Science & Technology, Professor Dr. Renu Vig, Vice-Chancellor of Panjab University, and Dr. Kulbir Singh Bath, Joint Director of the Punjab State Council for Science & Technology**, graced the event, highlighting the importance of environmental education and advocacy.

Over the course of the festival, attendees were treated to 17 national and international award-winning films, opening dialogues on biodiversity, climate change, and sustainable living. The festival was not just about film screenings; it was a holistic event that included an on-the-spot painting competition, where 45 young artists showcased their talents, and a MOJO filmmaking workshop attended by 58 participants. Both segments concluded with the distribution of awards and certificates to the winners and participants, respectively, highlighting the festival's dedication to promoting environmental awareness through creativity and storytelling.

Dr. Jatinder Kaur Arora reflected on the festival's success, stating, "The overwhelming response and active participation of the youth in this festival underscore the collective aspiration for a sustainable future. It is a testament to the power of education and media in shaping our approach to environmental challenges."

Professor Dr. Renu Vig remarked, "This festival has been a beacon of inspiration, illuminating the path toward environmental conservation through the lens of cinema and art. The enthusiasm of the

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participants is a clear signal of the younger generation's readiness to lead the charge in safeguarding our planet."

Sabyasachi Bharti, Deputy Director of CMS, added, "The narratives we've shared and witnessed over these three days have not only educated but also empowered us to think globally and act locally. It's heartening to see such a vibrant response from the community."

In total, the festival engaged 1,000 youths in film screenings, alongside 45 budding artists in the painting competition and 58 aspiring filmmakers in the MOJO workshop. The successful conclusion of the 'Environmental Film Festival & Forum on LiFE' in Chandigarh is a hopeful step toward a more informed and proactive approach to environmental conservation, igniting a passion for change among the youth and community members alike.

For more information, please visit: <http://cmsvatavaran.org/chandigarh-cmsvatavaran.php>

About CMS VATAVARAN (<http://cmsvatavaran.org/>)

CMS VATAVARAN is Asia's premier environmental film festival and forum, aiming to amplify the voice of environmental and climate issues through the powerful medium of films and discussions.

About the Punjab State Council for Science & Technology (<https://pscst.punjab.gov.in/en>)

The Punjab State Council for Science & Technology is an autonomous society under State Department of Science & Technology. It serves as State level node of Department of Science & Technology, Govt. of India and think-tank of Department of Science, Technology & Environment, Govt. of Punjab.

About Panjab University (<https://puhd.ac.in/>)

The Panjab University (PU) is one of the oldest Universities in India, it pursues excellence in teaching and research in science and technology, humanities, social sciences, performing arts and sports. The University supports excellence and innovation in academic programmes, promotes excellence in research, scholarship and teaching.

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