PUBLIC SERVICE ANNOUNCEMENTS

Films Received 21
Nominated Films 09

Messages, short or promotional films, commercials or advertising campaigns that educate or inform the public at large. Duration not more than 180 seconds. The programme must highlight the issue or convey a conservation message.
**SYNOPSIS**

“Manhan’s Studio V13’s “Crumple” is a short animated movie, which tries to raise public awareness on saving paper and in turn, saving our planet Earth. The film seeks to change attitudes of people who misuse paper. The film is dedicated to “Mother Earth” and urges us not to destroy her for our selfish needs. The message: Let’s save Earth and save ourselves.

**DIRECTOR (S):** Santosh N Pednekar  
**PRODUCER (S):** Atul Sonawala  
**PRODUCTION COMPANY:** Manhan’s Studio V13 Production Pvt Ltd  
**MUSIC COMPOSER (S):** Shrivats K  
**SOUND RECORDIST (S):** Shrivats K  
**GRAPHICS:** Divyesh Lad  
**ANIMATION:** Indrajit Chandra  
**EDITOR (S):** Kalpesh Relkar
**Good Planets are Hard to Find**

**SYNOPSIS**
The public service announcement reminds us, with lines from Atharva Veda, that all living creatures are birds of the same nest; we may wear different skins, speak different languages, believe in different religions, yet we share the same home. It is difficult to find another “Good Planet.” like the Earth, so please conserve it.

**DIRECTOR (S):** V Uma Maheshwar Rao  
**PRODUCER (S):** V Uma Maheshwar Rao  
**PRODUCTION COMPANY:** NDTV Lifestyle Ltd  
**EXECUTIVE PRODUCER (S):** Richa Arora  
**PRODUCED FOR:** NDTV GoodTimes  
**SCRIPT WRITER (S):** V Uma Maheshwar Rao  
**EDITOR (S):** Harisha Hr

**Biography**
Richa Arora started out at TERI, making award-winning documentaries on environment for Discovery and Swiss Agency for Development and Cooperation (SDC), UNEP to name a few. She now heads on-air promotions department for NDTV.

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**How Long We Cut**

**SYNOPSIS**
Humans have relentlessly cut trees and forests for development projects but have they come up with a medical technique to replace or restore the nature what they have so mercilessly hacked? How long do humans plan to fell trees indiscriminately? The public service announcement raises such pertinent questions and more.

**DIRECTOR (S):** V Uma Maheshwar Rao  
**PRODUCER (S):** V Uma Maheshwar Rao  
**SCRIPT WRITER (S):** V Uma Maheshwar Rao  
**MUSIC COMPOSER (S):** S J Gupta and S G Jagdish  
**SOUND RECORDIST (S):** S J Gupta  
**GRAPHICS:** V Uma Maheshwar Rao  
**ANIMATION:** V Uma Maheshwar Rao

**Biography**
V Uma Maheshwar Rao’s works include “Feel the Pain”, “A Tree’s Life” and “Need Fresh”. His films have been screened at several prestigious film festivals.
**SYNOPSIS**

This Public Service Announcement is focusing on water conservation, a male hand tries to grab a glass of water, while a female hand keeps moving the glass beyond his reach. The fist hits the table in frustration. Supers bring home the message that every dripping drop is taking water away from us.

**DIRECTOR (S):** Amol Bakshi  
**PRODUCER (S):** Deepali Bakshi  
**PRODUCTION COMPANY:** 1 Mile Ahead Films  
**EXECUTIVE PRODUCER (S):** Deepali Bakshi  
**CAMERAPERSON (S):** Milind Phadnis  
**SCRIPT WRITER (S):** Amol Bakshi  
**EDITOR (S):** Deepali Bakshi  
**NARRATOR (S):** Rahul Kshirsagar

**Biography**

Amol Bakshi’s works include films for Bank of Maharashtra, Carotino Cooking Oil, etc. He has made docu-features for Indus Health Plus and Samruddha Jeevan, etc. He has also written one acts, dramas and short films in Marathi and Hindi.

**SYNOPSIS**

While we have advanced technologically, medically and economically, the growth, though, has not been sustainable. The film shows how we have neglected nature’s gift’s, the very source of our and planet Earth’s sustenance. What are those gift’s of nature. The public service announcement “Need Fresh” reminds us.

**DIRECTOR (S):** V Uma Maheshwar Rao  
**PRODUCER (S):** V Uma Maheshwar Rao  
**PRODUCED FOR:** Environmental Issues  
**SCRIPT WRITER (S):** V Uma Maheshwar Rao  
**MUSIC COMPOSER (S):** S J Gupta and S G Jagadish  
**SOUND RECORDIST (S):** S J Gupta  
**GRAPHICS:** V Uma Maheshwar Rao  
**ANIMATION:** V Uma Maheshwar Rao

**Biography**

V Uma Maheshwar Rao’s works include “Feel the Pain”, “A Tree’s Life” and “Need Fresh”. His films have been screened at several prestigious film festivals.
### Now You?

**Nonverbal | 2011 | 00:02:00 | MINI DV**

**SYNOPSIS**

A young man struggles to climb up the apartment stairs. The lift is not working. He finally reaches his apartment, and drags himself to his balcony to touch his potted plant - dry and dead. He, too, died. The film’s message: Conserve plants and trees, and this planet will perish.

**Biography**

Sanyog Mohite’s documentary “Do You?” was nominated for CMS VATAVARAN 2009 and selected for Rodos International Film and Visual Arts festival Ecofilms, Greece. “Now You?” is part of the trilogy “Do You?, “Now You?” “Its You?”.

**Director (5):** Sanyog Mohite  
**Producer (5):** Sanyog Mohite  
**Cameraperson (5):** Ketan Hendre  
**Script Writer (5):** Sanyog Mohite  
**Music Composer (5):** Harshad Prabakar Mehendale  
**Editor (5):** Sanyog Mohite and Ketan Hendre

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### Public Service Announcements on the Protection of the Commons - 1

**Nonverbal | 2011 | 00:00:54 | DV CAM**

**SYNOPSIS**

This film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is to understanding that nobody owns natural resources and we need to recognise the signature of our commons.

**Biography**

Amar Kanwar has won Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival Winner; Torino International Film Festival, Italy. His film “Many Faces of Madness” won Best of Festival Award at 1st CMS VATAVARAN 2002, among several others.

**Director (5):** Amar Kanwar  
**Producer (5):** Amar Kanwar and Foundation for Ecological Security (FES)  
**Production Company:** A K Productions  
**Produced For:** Foundation for Ecological Security (FES)  
**Cameraperson (5):** Dilip Varma  
**Script Writer (5):** Amar Kanwar  
**Graphics:** Sherna Dastur  
**Animation:** Anupama Chatterjee Hara  
**Editor (5):** Sameera Jain
Public Service Announcements on the Protection of the Commons - 2
Nonverbal | 2011 | 00:00:54 | DV CAM

SYNOPSIS
This film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on recognising the reciprocity of commons.

DIRECTOR (S): Amar Kanwar
PRODUCER (S): Amar Kanwar and Foundation for Eological Security (FES)
PRODUCTION COMPANY: A K Productions
PRODUCED FOR: Foundation for Eological Security (FES)
CAMERAPERSON (S): Dilip Varma
SCRIPT WRITER (S): Amar Kanwar
GRAPHICS: Sherna Dastur
ANIMATION: Anupama Chatterjee Hara
EDITOR (S): Sameera Jain

Biography
Amar Kanwar has won Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival; Winner, Torino International Film Festival. His film “Many Faces of Madness” won Best of Festival Award at 1st CMS VATAVARAN 2002, among several others.

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Public Service Announcements on the Protection of the Commons - 3
Nonverbal | 2011 | 00:00:54 | DV CAM

SYNOPSIS
This film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on recognising the safety net of our commons.

DIRECTOR (S): Amar Kanwar
PRODUCER (S): Amar Kanwar and Foundation for Eological Security (FES)
PRODUCTION COMPANY: A K Productions
PRODUCED FOR: Foundation for Eological Security (FES)
CAMERAPERSON (S): Dilip Varma
SCRIPT WRITER (S): Amar Kanwar
GRAPHICS: Sherna Dastur
ANIMATION: Anupama Chatterjee Hara
EDITOR (S): Sameera Jain

Biography
Amar Kanwar has won Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival; Winner, Torino International Film Festival, Italy. His film “Many Faces of Madness” won Best of Festival Award at 1st CMS VATAVARAN 2002, among several others.

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**Biography**

Amar Kanwar is a Delhi-based filmmaker. His films have been screened in several film festivals. He is recipient of the St Edvard Munch Award for Contemporary Art, Norway; an Honorary Doctorate in Fine Arts, Manine College of Art, USA; Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival; winner, Torino Internation Film Festival, Italy; Jury’s Award, Film South Asia, Nepal; Grand Prix at EnviroFilm, Slovak Republic; Best of Festival Award at the 1st CMS VATAVARAN 2002. He has also participated in Documenta 11 (2002) and Documenta 12 (2007), Kassel, Germany.

**SYNOPSIS**

This short film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial assets. The message: recognise our unique relationship with the commons.

**DIRECTOR (S):** Amar Kanwar  
**PRODUCER (S):** Amar Kanwar and Foundation for Ecolgical Security (FES)  
**PRODUCTION COMPANY:** A K Productions  
**PRODUCED FOR:** Foundation for Ecolgical Security (FES)  
**CAMERAPERSON (S):** Dilip Varma  
**SCRIPT WRITER (S):** Amar Kanwar  
**GRAPHICS:** Sherna Dastur  
**ANIMATION:** Anupama Chatterjee Hara  
**EDITOR (S):** Radha Mahendru
SYNOPSIS
This short film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial assets. Milking of common property only for profits will result in the destruction of our traditions, culture, our livelihoods, all so intrinsically linked to natural resources. The message: recognise the true value of our commons.

DIRECTOR (S): Amar Kanwar
PRODUCER (S): Amar Kanwar and Foundation for Ecological Security (FES)
PRODUCTION COMPANY: A K Productions
PRODUCED FOR: Foundation for Ecological Security (FES)
CAMERAPERSON (S): Dilip Varma
SCRIPT WRITER (S): Amar Kanwar
GRAPHICS: Sherna Dastur
ANIMATION: Anupama Chatterjee Hara
EDITOR (S): Radha Mahendru
Amar Kanwar

Biography
Amar Kanwar is a Delhi-based filmmaker. His films have been screened in several film festivals. He is recipient of the St Edvard Munch Award for Contemporary Art, Norway; an Honorary Doctorate in Fine Arts, Manine College of Art, USA; Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival; winner, Torino Internation Film Festival, Italy; Jury’s Award, Film South Asia, Nepal; Grand Prix at EnviroFilm, Slovak Republic; Best of Festival Award at the 1st CMS VATAVARAN 2002. He has also participated in Documenta 11 (2002) and Documenta 12 (2007), Kassel, Germany.

SYNOPSIS
This short film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial assets. The message: recognise the shared ownership of our commons.

DIRECTOR (S): Amar Kanwar
PRODUCER (S): Amar Kanwar and Foundation for Ecological Security (FES)
PRODUCTION COMPANY: A K Productions
PRODUCED FOR: Foundation for Ecological Security (FES)
CAMERAPERSON (S): Dilip Varma
SCRIPT WRITER (S): Amar Kanwar
GRAPHICS: Sherna Dastur
ANIMATION: Anupama Chatterjee Hara
EDITOR (S): Radha Mahendru
Amar Kanwar

Biography
Amar Kanwar is a Delhi-based filmmaker. His films have been screened in several film festivals. He is recipient of the St Edvard Munch Award for Contemporary Art, Norway; an Honorary Doctorate in Fine Arts, Manine College of Art, USA; Golden Gate Award, San Francisco International Film Festival; Golden Conch, Mumbai International Film Festival; winner, Torino Internation Film Festival, Italy; Jury’s Award, Film South Asia, Nepal; Grand Prix at EnviroFilm, Slovak Republic; Best of Festival Award at the 1st CMS VATAVARAN 2002. He has also participated in Documenta 11 (2002) and Documenta 12 (2007), Kassel, Germany.

Public Service Announcements on the Protection of the Commons - 7
Nonverbal | 2011 | 00:01:17 | DV CAM

SYNOPSIS
This short film is part of a series of seven public service announcements to understand common property resources and the importance of protecting them in India. The emphasis is on understanding the need to live in harmony with our natural resources, and not merely see them as money-spinning, commercial assets. This message: recognise communities, like manganiyar, folk musicians of Thar deserts, in our commons.

DIRECTOR (S): Amar Kanwar
PRODUCER (S): Amar Kanwar and Foundation for Ecolological Security (FES)
PRODUCTION COMPANY: A K Productions
PRODUCED FOR: Foundation for Ecolological Security (FES)
CAMERAPERSON (S): Dilip Varma
SCRIPT WRITER (S): Amar Kanwar
GRAPHICS: Sherna Dastur
ANIMATION: Anupama Chatterjee Hara
EDITOR (S): Radha Mahendru

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Save Trees, Save Environment
Hindi | 2011 | 00:01:30 | XD CAM

SYNOPSIS
This short film tries to tickle intellectual and grown-up minds and awaken it towards conserving the environment. The film portrays children as being totally attached to their environment and doing their bit towards conserving it. It mocks at the wisdom of elders for turning a blind eye towards activities which destroy the environment.

DIRECTOR (S): Kaushal Upadhyay
PRODUCER (S): Decode Communications
PRODUCTION COMPANY: Decode Communications
EXECUTIVE PRODUCER (S): Girish Parmar
PRODUCED FOR: Decode Communications
CAMERAPERSON (S): Parth Chauhan
SCRIPT WRITER (S): Ruchika Kedia
MUSIC COMPOSER (S): Ravi Shahi
GRAPHICS: Jigar Patel
ANIMATION: Jigar Patel
EDITOR (S): Mehul Patel
NARRATOR (S): Suraj Kurup

Biography
Kaushal Upadhyay produces developmental, social and educational films for government as well as for non-government agencies. He is one of the co-founder and Audio-Visual Director at DECODE Communications.

Save Water
Nonverbal | 2011 | 00:00:31 | HDV

SYNOPSIS
Issued in public interest, this short film emphasises the importance of saving water, if we want to save our planet. It underscores the fact that water is a precious resource and the sustenance of life on Earth and that of the Earth itself depends on conservation of this precious natural resource.

DIRECTOR (S): Achyutanand Dwivedi
PRODUCER (S): Robert Godinho
PRODUCTION COMPANY: WhiteBalance
EXECUTIVE PRODUCER (S): Robert Godinho
CAMERAPERSON (S): Achyutanand Dwivedi
SCRIPT WRITER (S): Achyutanand Dwivedi
SOUND RECORDIST (S): Sudarshan Srinivasan
GRAPHICS: Sudarshan Srinivasan
EDITOR (S): Sudarshan Srinivasan

Biography
Achyutanand Dwivedi, as he puts it, likes to "shoot at sight". Several of his independent films have won at Cannes and London Film Festival. His paintings have been exhibited in Delhi’s art galleries.
Biography

Supriya Sakamuri is a postgraduate in television production from University of Hyderabad. She has been in television film production for the past 20 years. Sakamuri specialises in documentaries and educational films. Her films, “Iran-Hyderabad - A Cultural Bond” and “Ancient Indian Dances and Contemporary Voices” - a series of films on Indian dances have been highly acclaimed by film and media personalities. She received the UGC-CEC’s “Best Educational Film of the Year - 2008” award for her film “Global Warming”.

SYNOPSIS

This 38 seconds public service announcement depicts the importance of water in our life. With live visuals, graphics, animation and music, it highlights how saving water is equivalent to saving life on Earth.

DIRECTOR (S): Supriya Sakamuri
PRODUCER (S): Supriya Sakamuri
PRODUCTION COMPANY: EMMRC, Osmania University
PRODUCED FOR: CEC-UGC
CAMERAPERSON (S): YSN Murthy and DV Raghunadh
SCRIPT WRITER (S): Supriya Sakamuri
SOUND RECORDIST (S): Kranthi Kiran M
GRAPHICS: D V Surender
ANIMATION: D V Surender
EDITOR (S): Kranthi Kiran M
Romesh Chaturvedi has been associated with media in various capacities. As associate producer, he has worked with Media Solution Network, Mumbai and Lashakara TV Channel, Mumbai. He has been assistant television director, ETV, Uttar Pradesh. As line producer, he has handled production for a New York-based company Red Hook Productions: World Series on Light Celebration. He has more than 150 short films to his credit. As script writer and co director, his documentaries include “Suhelwa Vanya Jivan”, a documentary series on wildlife of Suhelwa forest, situated on the Indo Nepal border and “Gorakh”, a documentary on Guru Gorakhnath and Nath Sampradaya, among others.

SYNOPSIS

“Searching Water” is a short film which aims to make people use their water resources a tad more responsibly. A fish, the protagonist of the film, searches for water in different locations of the city. The media latches on to the fish, and different news channels propose different theories on its presence, out of water. Some label it an alien, others suspect a terrorist intervention. At last, when the “fishy” truth is revealed on a channel, the world finds out that the fish is actually searching for water and blames humans for wasting such a valuable natural resource. The message: save water now for a sustainable future.

DIRECTOR (S): Romesh Chaturvedi
PRODUCER (S): Sanjay Mohan Johri
PRODUCTION COMPANY: Amity University
EXECUTIVE PRODUCER (S): Romesh Chaturvedi and Shruti Mehrotra
PRODUCED FOR: Amity School of Communication
CAMERAPERSON (S): Durgesh Pathak and Rajan Mishra
SCRIPT WRITER (S): Romesh Chaturvedi and Shruti Mehrotra
MUSIC COMPOSER (S): Durgesh Pathak
SOUND RECORDIST (S): Durgesh Pathak
GRAPHICS: Sachin Verma
ANIMATION: Shruti Mehrotra and Sachin Verma
EDITOR (S): Durgesh Pathak and Rajan Mishra
NARRATOR (S): Archana Dixit, R K Singh and Rudra K Roy
Switch Today
Nonverbal | 2010 | 00:00:59

SYNOPSIS
The film is a public service announcement about the environmental impact of toilet paper. Around 95% of toilet paper used in US homes is made mostly of virgin fibre made from newly-cut trees. Many of these trees are 200-years-old and harvested from ancient North American forests. The film says that 400,000 trees will be saved if each American home replaces a roll of virgin fibre toilet paper with a roll made of recycled paper, just once. So, make the switch today!

DIRECTOR (S): Arjun Rihan
PRODUCER (S): Arjun Rihan
PRODUCED FOR: Animation Block Party
CAMERAPERSON (S): Arjun Rihan
ANIMATION: Arjun Rihan

Biography
Arjun Rihan has worked as an animator, cinematographer/DoP, director, editor, print return, print shipper, producer, production designer, publicist and sound editor. Originally from Pune, Rihan has studied Computer Science and Economics as an undergraduate at Stanford University. He recently graduated with an MFA from the John C Hench Division of Animation & Digital Arts, University of Southern California. He has been a camera and staging artist at Pixar Animation Studios.

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**SYNOPSIS**

All around the world, more than 40 million people suffer from HIV-AIDS. The world has yet to find the proper remedy to stop it. Proper awareness and education can prevent this. This PSA is a small initiative intended to make people think ... “Think Twice”.

**DIRECTOR (S):** Mahesh Vettiyar and Sooraj M K  
**PRODUCER (S):** Simply Mad Frames  
**PRODUCTION COMPANY:** Simply Mad Frames  
**PRODUCED FOR:** Simply Mad Frames  
**SCRIPT WRITER (S):** Mahesh Vettiyar  
**MUSIC COMPOSER (S):** Tony Wilson  
**GRAPHICS:** Mahesh Vettiyar and Sooraj M K  
**ANIMATION:** Sooraj M K  
**EDITOR (S):** Mahesh Vettiyar and Sooraj M K  

**SYNOPSIS**

“Use Me” tries to portray a special day in the life of a dustbin. The satirical tone of the film conveys that while we have forgotten what we should and should not do, a mere dustbin turns out to be more humane and responsible than so-called human beings.

**DIRECTOR (S):** Harjeet Singh  
**PRODUCER (S):** Harjeet Singh  
**EXECUTIVE PRODUCER (S):** Harjeet Singh  
**PRODUCED FOR:** Harjeet Singh  
**CAMERAPERSON (S):** Ashok Paul  
**SCRIPT WRITER (S):** Harjeet Singh and Chandrima Chatterjee  
**MUSIC COMPOSER (S):** Chanchal Thapa  
**ANIMATION:** Sooraj M K  
**EDITOR (S):** Harjeet Singh  
**NARRATOR (S):** Harjeet Singh

**Biography**

Soooraj M K’s concept “Dream” was selected as a signature film for International Film Festival of Kerala 2010.

Mahesh Vettiyar’s works in various capacities include “Hanuman Returns”, “Tommy & Oscar” and “Gaturo”, among others.

**Biography**

Harjeet Singh has conceptualised, directed and edited the short film “Use Me”. Other works in various capacities include “Bawri” and “With The Mirror”.

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Biography
Anand Kusumakar is passionate about filmmaking. “What Goes Around, Comes Back Around” was nominated for Indo-Canada Innovation Award, FICCI Frames 2011, 16 Frames Festival at IIT Roorkee and Gateway Film Festival, Anna University.

SYNOPSIS
This short film depicts how our unthinking actions have reactions which lead to disastrous consequences. The focus is on environmental pollution. A young man is happily driving a car, totally unmindful of the smoke his car is emitting. The smoke is pursuing him like a dark monster, but the young man drives on, unoblivious. The Earth is round, and the circle of smoke is soon complete engulfing the man and his car. The film’s title says it all: “What goes around, comes back around”.

DIRECTOR (S): Anand Kusumakar
PRODUCER (S): Anand Kusumakar
PRODUCTION COMPANY: Oxy-Bubble Pictures
SCRIPT WRITER (S): Anand Kusumakar
MUSIC COMPOSER (S): Vaibhav Saxena
SOUND RECORDIST (S): Bharat Rawat
GRAPHICS: Akshit Dhiman
ANIMATION: Nitish Vashistha
EDITOR (S): Akshit Dhiman and Bharat Rawat