

## EMMRC film nominated for CMS Vatavaran competition

R. Ravikanth Reddy

A public service film titled “Save Water - Save Life”, produced by Supriya Sakamuri of EMMRC, Osmania University has been nominated for the CMS Vatavaran 2011 film competition. The short film on conservation of water was among the 68 films nominated this year by the 37-member nomination jury headed by an eminent scholar and diplomat Dr. Abid Hussain. The nominations include 51 Indian and 17 International films.

This 38 seconds public service advertisement 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. “The best among these short-listed will be chosen in mid of October while the short-listed films will be screened during the film festival from December 6-10, 2011 at the Convention Centre, New Delhi,” says Supriya who is a postgraduate in Television Production from University of Hyderabad. She earlier received the UGC-CEC's “Best Educational Film of the Year - 2008” award for her film “Global Warming”.

CMS Vatavaran is India's home-grown international Competitive and Travelling Festival of Environment and Wildlife Films. It has become one of the most prestigious film festival across the globe and has successfully positioned India as a fast emerging destination for environment and wildlife filmmaking. The festival works on a unique format of organising an international competitive film festival in New Delhi followed by a travelling film festival in different states of India in the subsequent year.

R. Ravikanth Reddy

*The short film on conservation of water is among the 68 films nominated this year*