Sending a strong message in a fun way

Anand Kusumakar's short animation film on pollution has won him much acclaim

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■ Anand Kusumakar came to Delhi from Bihar to learn animation. VIPIN KUMAR/HT PHOTO

It is a telling short story which drives home the point pretty effectively. A man driving his smoke spewing car goes around the world unmindful of the trail of pollution he is leaving behind. The smoke pursues him like a dark monster but the young man drives on, oblivious. Finally, as he completes his round trip he confronts the same monster.

Meet Anand Kusumakar, 21, a student of Birla Institute of Technology, passionate about film making who recently made a 3D short film titled, What Goes Around, Comes Back Around. The title of the film is quite apt, given the fact that it is a reflection on life.

The film focuses on environmental pollution and has been nominated for several international festivals.

Kusumakar says the film will be screened during the Environment Film Festival at the Convention Centre, India Habitat Centre, from December 6-10.

The movie was also nominated for the Indo-Canada Innovation Award at FICCI Frames 2011, the 16 Frames Festival at IIT Roorkee and Gateway Film Festival, Anna University.

"I had the concept for this film for quite a while but putting it together in a small time-frame with the aim that the message goes out strong and clear, was a challenge," says he. Though he was confident about the quality of his work he did not anticipate the success he would get.

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> ANAND KUSUMAKAR

"I was surprised when I found out that my film was selected for the Environment Film Festival among 500 other entries. This success has given me a lot of confidence for the future," he says.

■ A still from the film that will be screened at Environment Film Festival.

Kusumakar came to Delhi from Bihar nearly three years ago to learn animation. His father is a headmaster in a government school in Bihar. Kusumakar lives with his elder sister in Delhi Police Apartments, Dwarka.

The young filmmaker's ultimate aim is to become a movie director. "I feel film direction is a very creative work which involves multitude of skills. That is why I want to do it. As of now I am preparing for the entrance exam of the Film and Television Institute of India, Pune," says he.