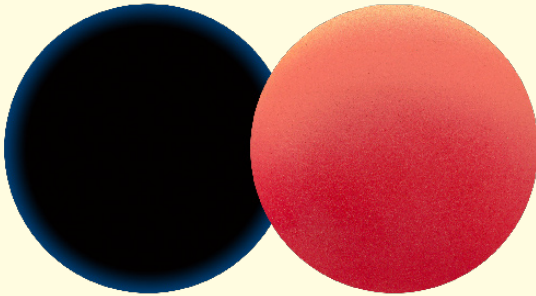


# Films for Change International

A joint venture of Voluntary Health Association of India and Aparajita Trust



*Where the mind is without fear and the head is held high*

*Where knowledge is free*

*Where the world has not been broken up into fragments  
by narrow domestic walls*

*Where words come out from the depth of truth*

*Where tireless striving stretches its arm towards perfection*

*Where the clear stream of reason has not lost its way*

*Into the dreary desert sand of dead habit*

*Where the mind is led forward by thee*

*Into ever-widening thought and action*

*Into that heaven of freedom, let my country awake.*

*-Rabindranath Tagore*

## **Films for Change**

The world of films has woven magic for people for so many decades now. Its' appeal cuts across boundaries of religion, cast, gender or economic stature. The process of development of our society is constantly exploring potential medium of communications that are effective, contemporary and engaging. It was thus inevitable that the "Twain Shall Meet" through Films for Change.

Films for Change is an initiative of Voluntary Health Association of India, an institution of national importance, which has served the country for four decades now in various settings of Health & Development. The objective of the Films for Change is to produce films that capture social issues of concern in a popular format. We believe that the convergence of entertainment and development issues could make the films a meaningful tool of change.

The genesis of Films for Change was in VHAI's prior experience of using audio-visual medium as an agent of social sensitization and information dissemination. Films for Change has produced films on Community Development, HIV/AIDS, Adolescents, strife in the North-East as well as global film for World Health Organization and other agencies. Among our initially productions was a teleserial 'SHIELA'. The enthusiastic response received by this serial lead to another serial 'KASBA', telefilms 'ANANT' and 'APARAJITA' and political documetary 'DISTANT THUNDER', on the problems of insurgency in the North-East followed. All these films received huge response leading to their adoption in many regional languages and repeated telecast by Doordarshan and other channels. The films also reached the audience in almost every corner of the country besides their Premiers in the presence of Prime Minister, Health Minister, Members of Planning Commission and other dignitaries.

The Paths are Made by Walking', made for World Health Organization, as a curtain raiser for Global Conference on Health Promotion in Bangkok received International acclaim.

The latest documentaries produced by Films for Change are: 'Turning Their Lives into Ashes', 'Giving Away so Much for so Little' and 'Disaster to Development'.

Over the last 15 years, the Films for Change has perfected the amalgamation of information, entertainment and message of social change. We now propose to use this valuable experience in the arena of mainstream feature films in multiple Indian languages to capture contemporary and burning social, political and economic issues. 'Their-Story' is the first venture in that direction.

Films for Change aims to bring together people who are committed to human and universal development and who have faith in the medium of films as a vehicle of social change. It provides them with a platform to come together in solidarity and work towards a better world.

## **THEIR STORY**

Their Story', based on narrative of Alok Mukhopadhyay, sensitively captures the lives of key motivators and leaders of an Extremist Movement. It movingly tells the story of their complex journey from being a happy go lucky individuals to "Extremists", sensitively portraying their trials, tribulations and dilemmas. The movie takes you through the genesis of the current complex political situation and perhaps what is a way forward.....

## **ANANT**

ANANT revolves around the life of four HIV+ patients. The music is by Jagjit Singh and the star cast includes Deepti Naval, Kanwaljeet Singh and Seema Biswas. ANANT was premiered by Star TV on the World AIDS Day for the South-East Asian Region. It had a viewership of 170 million people and received rave reviews. The film is based on a story by Alok Mukhopadhyay. Raman Kumar and Anurag Basu were part of Direction team.

## **APARAJITA**

APARAJITA explores the issue of gender discrimination through the life of an adolescent girl – her trials and tribulations in the quest for education and self-reliance. Directed by Raman Kumar, the film's cast includes Kanwaljeet Singh, Avtar Gill, Renuka Shahne, Seema Biswas and Divya Dutta. The film is based on a story by Alok Mukhopadhyay. The film was dubbed in 22 languages by Government of India for telecasting all over the country.

## **SHEILA**

SHEILA is a story of a women's struggle in a male dominated society. A 26 episode tele-serial, SHEILA is a professional production with popular artists providing the right mix of entertainment, information and content. It received a high TRP rating during its telecast on Doordarshan. Gauging its popularity, Doordarshan subsequently dubbed it various regional languages for telecast at the local stations.

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### **Videos and Films Produced:**

#### **Films produced on a popular format:**

- Aparajita
- Anant
- Naya Savera
- Armaan
- Prateeksha
- Nazariya

#### **Story based teleserials:**

- Sheila
- Kasba

#### **Political documentaries:**

- Distant Thunder
- Turning their Lives to Ashes
- Giving Away so Much for so Little

#### **Oriented videos:**

- Herbal Medicine
- Pills, Policies & Profits
- Milks or Murder
- Neo-Natal
- Aaj Ki Na Samajhi Kal Ki Pareshani



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