

The Inaugural of the Fifth Edition of 'Chitrabharti' by Prabhat Chitra Mandal at WeSchool Draws Film Critics, Luminaries from Film Industry and Movie Buffs

Week long film screenings of national award winning regional films at WeSchool from Monday, 15th to Friday, 19th May

Mumbai, 16 May 2017: The campus at S.P. Mandali's Prin L. N. Welingkar Institute of Management Development and Research (WeSchool), was abuzz with literary figures, stalwarts from the film fraternity and movie lovers at the inaugural of Chitrabharti, the festival of films that showcases the diversity of National and state award winning regional Cinema. The event was inaugurated in the presence of **Kiran Shantaram, President, Prabhat Chitra Mandal, Prof. Dr. Uday Salunkhe, Group Director, WeSchool, Thespian Dr. Mohan Agashe, Director-Author Madhura Jasraj** and many others. The annual festival is organized by Prabhat Chitra Mandal in association with Thane Art Guild and Cinematic with WeSchool as its academic partner.

Dr. Mohan Agashe (Producer-Actor, best feature film 'Kaasav'), Irawati (State award for best actress- 'Kaasav'), Sanjay Krishnaji Patil (Best screenplay writer (adapted) - 'Dashkriya'), Alok De, (Best Re-recordist- 'Ventilator'), Manoj Joshi (Best supporting Actor-'Dashkriya') and Aditya Jambhale (Best Direction of a non-feature film, 'Aaba Aiktaay kaa?') were felicitated at the hands of **Prof. Dr. Uday Salunkhe, Group Director, WeSchool and Shri. Kiran Shantaram, President of Prabhat Chitra Mandal** along with **Sanjay Bhutiyani, Producer of 'Mukti Bhavan' ('Special mention' at National Awards), Yashaswini Godse (Director) and Mohan Godse (Producer)** of the documentary film '**Prabhakar Pendharkar-Ek Pareessparsh**' based on the life and work of filmmaker and author Late Prabhakar Pendharker.

Kiran Shantaram, President, Prabhat Chitra Mandal, in his opening remarks said, "Prabhat Chitra Mandal will soon be entering 50th year and is the only Indian film society to have achieved this milestone. We will continue our efforts and hope to receive constant support from the audiences in fulfilling our goals towards films studies and encouraging new talent. We are delighted to collaborate with WeSchool as our academic partner and will continue to bring insightful and intriguing films to movie aficionados in the times to come."

While addressing the audience Prof Dr Uday Salunkhe Group Director, WeSchool, said, "We believe that there are many lessons to be learnt from our films and the entire process of film-making. Keeping this in mind, we started conducting many such programs so that during their MBA course, students can gain knowledge through these films. Just like in a theatre or movie, everyone has to play multiple roles in various

capacities in a B-school, for this theatre can be an excellent form of reference as one gets to learn about crafting the nuances of every character.”

The edition of 'Rupavani', a quarterly dedicated to films and film studies was released at the hands of Director-author Madhura Jasraj, Kiran Shantaram, President, Prabhat Chitra and Prof. Dr. Uday Salunkhe, Group Director, WeSchool in the presence of luminaries like Producer-Screenplay writer, Jayant Dhramadhikari; Film Critic, Sudhir Nandgaonkar; Veteran Publisher, Dinkar Gangal; Editor of 'Rupavani', Abhijit Deshpande; Film Critic, Ganesh Matkari and many others. The inaugural was followed by the screening of Marathi films, 'Aaba Aiktaay Ka?' 'Kaasav' and 'Ek Pareessparsh'. The event was anchored by Santosh Pathare, Secretary, Prabhat Chitra Mandal.

The audience had stalwarts from the cultural milieu like Author-filmmaker, Rinki Bhattacharya; Veteran Director, Rajdutta; Producer of 'Cycle', Sangram Surve; Authors Anant Bhave, Monika Ganjendragadkar, Sanjeevani Kher and many others.

The audience will be enthralled by the cinematic experience of watching the rich fare of films like 'Handuk' (Assamese), 'When The Wood Bloom' (Malayalam), 'Fireflies In The Abyss' (Documentary), 'Mukti Bhavan' (Hindi), 'Ek Albela' (Marathi), 'Lathe Joshi' (Marathi) and 'Ke Sera Sera' (Konkani) during the week.

WeSchool has steered its way in Management Development and Research through innovative programs and practical initiatives for freshers and working executives. While the B-School has a reputation for management courses in Marketing, Human Resource, Finance, it also has media and entertainment on the roll of programs for the academic year annually. The two year, full time, AICTE approved PGDM-Media and Entertainment program at WeSchool has helped students chart their course of career in media, advertising, film and television production houses, sports and event management companies and so on.
