

face to face

ARTI KIRLOSKAR, artist and convener of the Kirloskar Vasundhara International Film Festival

'Youth have a lot of energy, are committed and also idealistic'

Arti Kirloskar is an artist and the convener of the Kirloskar Vasundhara International Film Festival. She spoke to **Prachi Bari** to discuss more about the festival and Pune, where the festival is held every year.

What kind of change have you noticed in the city since you started the film festival?

We are being the catalyst and platform for bringing people, policy makers together to try and tackle the problem of environment and lack of cleanliness. Now after 12 years, instead of trying to only creating awareness, we are trying to be action-oriented and thus, this year we

have a variety of allied activities with the film festival. Over the last few years, we have brought partners from abroad who have helped grow this festival.

What kind of change has this festival brought in you?

I have gained a lot of friends from across the country. It has made me change, made me aware of what changes I need to do in my house in order to be eco-friendly. I spread the word as much and learn a lot more about the environment and Earth.

The film festival wants to involve a lot of youth? Your comment?

We are trying to bring the

youth and get them involved since the past three years. Youth have a lot more energy and who are committed and are also idealistic.

They want to make the change and have fire in their bellies so we want to kindle the fire. We have a lot of seminars and activities related to 'River' or 'Alternate to Sand' at Sinhgad College of Architecture. Besides this, there will be poster competition, puppet show on river pollution by 'Bal-

ranjan', Signing Campaign for youngsters by KOEL and street play on environmental issues.

As a film festival, have you managed to make a difference?

A number of people said that the films that they watched in the film festival affected them and made them focus on the environment. Besides, the discussion with filmmakers post the screening brings forth a lot of interest from young mothers, teachers teaching environment

as a subject. We have seen tremendous response and much larger interest in tier III cities and rural areas.

As an artist, have you thought of bringing artists to be involved in the festival?

Yes, I have approached artists who work with a lot of recycled products but they need a lot of resources which is a little difficult for us. But we have started 'Eco bazaar' where we get artisans and local produce, resources to showcase their eco-friendly solutions. We also feel that recycling material is much more trendier and fashionable and is catching up quite well.

