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Film fest to dispel disability myth



Express News Service

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CHENNAI: In an effort to promote the rights of people with disabilities, Amrita School of Communication and Amrita Vishwa Vidyapeetham Coimbatore, are co-hosting the ninth International 'We Care Film Fest' on March 16 and 17.

Organised in collaboration with Brotherhood, a socio-cultural organisation working on various issues of disability, and supported by the United Nations Information Centre for India and Bhutan (UNIC), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the National Trust and the Asian Academy of Film and Television (AAFT), the traveling Film Festival will showcase documentary films from India and abroad. It is an advocacy tool that seeks to bring about attitudinal and behavioral changes on approaches to disability, promote the inclusion of people with disabilities, and help people get rid of their misconceptions, myths and prejudices about disability issues.

Meant to sensitise youth towards disability issues, the two-day festival will also showcase documentaries made by the students of the Amrita School of Communication.

The uniqueness of the festival lies in the fact that it involves a Participatory Rating Process (PRP) wherein the audience rates each film. An independent jury then judges the films on the basis of these ratings.

This process will also give students an opportunity to develop their understanding and perspectives relating to disability issues, and also allow them to contribute to the process of participatory rating.

Celebrities associated with We Care include Nandita Das, Gulzar, Revathy Menon, Amole Gupte and Govind Nihalani.

The Film Fest is primarily meant for professionals and students of mass communication, but is open to all. A Registration fee of `150 will be charged.

For details, call 7708117027.

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