



ಕರ್ನಾಟಕ ಚಲನಚಿತ್ರ ಅಕಾಡೆಮಿ
Karnataka Chalanachitra Academy



in association with Suchitra Cinema and Cultural Academy

presents

Seminar

Kannada Cinema in the Global Context

Sunday, 20 Nov. 2011, 10:30 AM – 4:00 PM

Venue:

Auditorium, Department of Information,
Infantry Road (Bhagawan Mahaveer Jain Road), Bengaluru

Context:

In this age of new economics and information technology, middle-class people of Karnataka origin, as in other states, are migrating to foreign countries in greater numbers, seeking jobs and opportunities derived from innovations and inventions in the field of higher education. An estimated 60,000 people of Karnataka origin reside in the US. Similarly, there are growing Kannadiga migrant populations lured by Australia, Europe and the Gulf countries. In every one of these countries the Kannada flavour is spreading thanks to many Kannada organisations that have emerged to host Kannada host cultural events with greater enthusiasm.

This phenomenon begs the question: Is the diaspora consciousness sharpening among migrant Kannadiga communities of the world?

If so, could the migrant Kannada communities transform, as have many other Indian migrant communities, into an effective and substantial market for Kannada cinema? For this transformation to take effect, what are the facilitating modifications required in the mindset and attitudes of these communities? How should the Kannada film industry itself change to accommodate and respond to such an altered market? How do we effect these changes? In this transformation process, what could be role of new marketing strategies and emerging technologies?

In this seminar, which has the potential to shape an epoch, experts on language, culture and narratives and film industry veteran will need to keenly explore these questions and make the first approaches in the discourse to find suitable answers. The Karnataka government too will need to engage with this

process. If serious efforts in this direction could indeed be sustained in the future also, the creation and establishment of a new cultural and economic regime for Kannada cinema will not be a distant dream.

The seminar will feature industry experts who will recall and share their experiences of previous efforts to promote Kannada cinema in foreign shores. A presentation on behalf of new-age Kannada organisations will put forth ideas and approaches to tackle the challenges and create opportunities for global promotion. Crucially, these arguments and academic papers will have to attempt to clearly define the Kannada '*asmita*' (identity): migrant Kannadiga communities will need to see what is actually 'Kannada' about Kannada cinema? This debate could provide guidelines for the definition of the Kannada identity.

It is vitally important to ask whether the Kannada identity could be informed only by the language Kannada. If not, what are the other aspects of the culture that will form the Kannada identity.

Seminar Programme:

Inaugural Session: 10:30 – 11:15 AM

Theme: Kannada Cinema in the Global Context

Chaired by Sri Basavaraju (IAS),
Secretary, Kannada & Culture and Information, GoK

Chief Guest: Sri Manu Baligar, Commissioner, Kannada & Culture

Welcome by Sri VN Subba Rao, Chairman, Suchitra Cinema and Cultural Academy
Introduction to the Seminar by Sri TS Nagabharana, Chairman, Karnataka Chalanachitra Academy
Keynote address by Sri Chiranjiv Singh, IAS (Retd)

Tea Break: 11:15 – 11:30 AM

Session 1: 11:30 AM – 12:30 PM

Topic: Why is Kannada Cinema bereft of Markets in non-Kannada regions/foreign countries?

Chaired by Sri KV Gupta,
former President, Karnataka Film Chamber of Commerce

Presentations:

- Dr Jayamala, former President, Karnataka Film Chamber of Commerce
- Sri Purushottam Chikkatur, former amateur distributor in the US

Interaction

Session 2: 12:30 PM – 1:30 PM

Topic: Promoting and Nurturing Kannada Cinema at the Global Level

Chaired by Sri KV Chandrashekhar,
President, Karnataka Film Chamber of Commerce

Presentations:

- Sri VH Suresh, Secretary, Karnataka Film Chamber of Commerce
- Representative of Aviratha Pratishthaana

Interaction

Lunch: 1:30 PM – 2:15 PM

Session 3: 2:15 PM – 3:15 PM

Topic: What is 'Kannada' about Kannada Cinema?

Chaired by Prof N Manu Chakravarthy,
Critic and thinker

Presentations:

- Sri N Vidyashankar, Secretary, Suchitra Film Society
- Sri Cha.Ha. Raghunath, film critic of '*Prajavani*'

Interaction

Valedictory Session: 3:15 PM – 3:30 PM

Closing statement by Sri HN Narahari Rao, Artistic Director, 4th BIFFES

S. Anand
Executive Trustee,
Suchitra Cinema and Cultural Academy

Jagannath Prakash
Registrar,
Karnataka Chalachitra Academy