

Thiru. Banwarilal Purohit, Hon'ble Governor of Tamil Nadu inaugurated Prakriti International Documentary Film Festival

Hon'ble Governor of Tamil Nadu, Thiru. Banwarilal Purohit, inaugurated Prakriti, International Documentary Film Festival jointly organised by the Consortium for Educational Communication and Educational Multimedia Research Centre, Anna University at Vivekanand Auditorium, Anna University, Chennai today (21.01.2019) and addressed the gathering.

Hon'ble Governor said, "I am delighted to be here this morning to inaugurate the Prakriti International Documentary Film Festival being jointly organised by the Consortium for Educational Communication and Educational Multimedia Research Centre, Anna University.

The Consortium for Educational Communication (CEC) is an Inter-University Centre established by the University Grants Commission (UGC) at the national level to address the higher educational needs of the country by use of ICT tools and other modes of communication such as TV, Radio, Internet, etc.

In the quest to transform India into a knowledge superpower and a global leader, the vital role played by higher education needs no elaboration.

CEC's vision is to reach out to a large number of stakeholders' like students, teachers and learners with multimedia educational content, etc. in order to address the issues in accessing higher education.

With the objective of producing in-house quality educational programmes for electronic media, UGC has set up 21 Educational Multimedia Research Centres (EMMRCs) across the country as members of CEC, having professionally trained and skilled manpower, working on state-of-the-art equipment in various leading universities and higher education institutions. Each EMMRC is entrusted with the responsibility of producing high-quality curriculum and enrichment-based educational video programmes, e-content and Massive Open Online Courses (MOOCs) in specified subjects/knowledge areas.

CEC, along with its EMRCs, engages in the production of two types of educational video programmes - Curriculum based and Enrichment based (for supplementing traditional pedagogy). These programmes comprise of different

subjects across a spectrum of disciplines like Language and Literature, Arts, Humanities, Social Sciences, Management, Natural and Applied Sciences, Vocational & Professional Studies, etc.

CEC has a knowledge repository of over 39,751 educational video programmes on various subjects and topics, available in English and Hindi, out of which 16362 are enrichment based and 23389 are course based. The entire collection has been digitized to render the video programmes more user friendly and to create a digitally compatible ensemble with a longer shelf life and enhanced portability.

Today, we are seeing the commencement of Prakriti, the prestigious Documentary Film Festival being organized annually since 1997. The festival has been held in many places all over India in the past. During the festival, documentaries, are screened and their directors/producers or representatives are invited to interact with the audience on the issues raised in their documentary(ies). This year the festival has made an attempt to spread awareness about issues like Environment, Development, Human Rights & Swachh Bharat (Clean India Campaign) to sensitize the masses.

As you are all aware, Documentaries are a powerful vehicle of communication that are used to reflect the culture, value and beliefs in a society. They can create an awareness of global and local issues and instil a sense of empathy in the mind of the viewer. They are an effective means of inclusive learning in which the viewer gets to observe real life situations and understand the issues reflected upon.

All the four issues being focussed upon today are extremely important. To begin with, on environment, let me say that

Mahatma Gandhi, in his writings mentioned, "Nature has enough to satisfy every man's need but not enough to satisfy every man's greed". The earth gives us the air we breathe, the water we drink, the sun light we enjoy, the fire that helps us in cooking our food, the trees that give shade and oxygen, etc. These are examples of Mother Nature's blessings to mankind. It is important that we recognize this and take steps to carry forward these blessings of Nature to our succeeding generations.

Our ancestors knew the practice of sustainable development. That is the reason India has had a continuing civilisation for more than 5000 years. The agricultural practices were sustainable. The needs of the people were limited and contentment was the principle that was admired, appreciated and propagated.

Today the use of petrol and petroleum products, the use of plastics and the mindless dependence on artificial chemicals have resulted in serious environmental damage. Global warming is emerging as a major problem and threatens to wipe out large populations if left uncontrolled.

The greatness of a civilisation lies not in what people enjoy but it lies in what people can provide for the betterment of mankind and continued civilisation in a sustained manner and therefore the need for focussed attention on environment has arisen.

The Hon'ble Prime Minister of India launched the Swachh Bharat Abhiyan on 2nd October 2014. Swachh Bharat Abhiyan aims to make cleanliness a people's movement. It encourages people to come out in large numbers to take the pledge for a clean and neat India.

By vigorously propagating the message of Swachh Bharat Abhiyan it will be possible to make Tamil Nadu the leader in the campaign for cleanliness. For this to be achieved it is necessary to involve the young and old, the educated and uneducated, the wealthy and the poor, and people in the rural and urban areas. Documentaries such as this will go a long way in promoting the campaign.

The Universal Declaration of Human Rights (UDHR) is a declaration adopted by the United Nations General Assembly.

The recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family as the foundation of freedom, justice and peace in the world is the most important tenet of this declaration.

It is important for us to remember that all human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood. Documentaries which focus on human rights will enable the better observance of the right norms of human conduct in societal relationships.

As a response to the clarion call given by the Hon'ble Prime Minister to promote Startups and Skill Development in the country. Universities and colleges should take the lead in encouraging entrepreneurship and for promoting economic growth.

India's biggest resource is its youth who can be trained gainfully to reap the benefits of the demographic dividend. Therefore I welcome the documentaries

focussed on the theme of development for they will propel us towards becoming on economic superpower.

I should appreciate the efforts of the CEC and the EMMRC for the special efforts taken in organizing this international documentary film festival. I extend my best wishes and greetings to all of you who are here today. May success smile on you in all your endeavours.”

On this occasion, Prof. J.B. Nadda, Director, Consortium for Educational Communication, Prof. M.K. Surappa, Vice-Chancellor, Anna University, Prof. J. Kumar, Registrar, Anna University, Thiru. Mohan Raja, Film Director, Dr. Sunil Mehru, Joint Director, Consortium for Educational Communication, New Delhi, Prof. S. Gowri, Director, Education Multi Media Research Centre and other dignitaries participated.

Raj Bhavan, Chennai – 22

Sd/-

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Joint Director (PR)