

KIRLOSKAR FILM FESTIVAL

Day 3 highlights effects of consumerism on environment

EXPRESS NEWS SERVICE

PUNE, JANUARY 6

THE THIRD day of the 12th Kirloskar Vasundhara International Film Festival (KV-IFF) saw representatives from 50 colleges, 55 organisations and 25 schools, along with several activists, in attendance.

This year, the theme of the festival is — 'Prevent Pollution, Protect Rivers'.

Madhav Chandrachud, chairman of the festival, said, "The festival aims at restoring the pristine glory of environment and enriching it through new and innovative activities, including the 'Green

College Clean College' initiative, river walks, cleaning drives, expert talks and film screenings."

As part of the festival, writer Achuyut Godbole inaugurated 7th Paryavaransnehi Sahitya Sammelan at SP College on Saturday.

Godbole discussed the correlation between consumerism and environment. "The sole motive of industries is to make consumers buy more and more goods for their sales to increase. What we, as brand-conscious individuals, don't realise, is that industries are creating products of a much shorter lifespan. The continuous bombardment of commodities in the market has led to an enor-

mous wastage of resources. In the 1950s, when each appliance was designed to last for almost a decade, half the Earth's resources were being tapped, now, owing to the trend of switching gadgets every two years, over 1.5 of the total resources are being depleted. This sort of irrational consumerism is causing immense amounts of harmful wastage as well as health and environmental hazards," he said.

The festival also witnessed the felicitation of three 'Vasundhara Mitra's' — filmmaker Gurmeet Sapal, Associate coordinator at South Asia Network on Dams, Rivers and People, Parineeta Dandekar, and

the North-East Indian organisation 'Youth For Integration' lead by Bibhuti Debbarma.

Several films — *The Last Drop-India's Water Crisis*, *Whispers of Warming* and *My Disappearing Farms* — which highlight environmental atrocities were also screened during the festival.

The festival will also undertake its second river walk at the Mutha river, along with river action workshops for teachers and students, seminars on alternatives to sand, river and riverfront management. It will also comprise conferences on river and city resilience, water pollution laws and 'exploring the river of greater Pune'.