



# NeerDhvani Festival

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## VISION

Water will probably be the most critical resource in this century. Multiple aspects of water need to be understood by the human race before any attempt on conservation and resource management is attempted. Policy makers, practitioners, researchers, academicians, students and general masses need to be sensitized to take forward a coherent and effective strategy. Water being an omnipresent and mass usage resource also suffers from the so called "*tragedy of the commons*". Thus, massive, aggressive and innovative awareness campaign is the only way forward.

## CONTEXT

The city of Pune, boasts of multiple institutes of National stature on the issue of water that could justify our hosting the event in the city. It is a city of water bodies of all shapes and origin along with multiple traditions and customs originating on the theme of water.

These institutes are:

- Central Water and Power Research Institute
- National Water Academy
- The Indian Meteorological Department
- Film and Television Institute of India
- National Film Archives of India
- Multiple corporate giants that shape the growth of the country
- Numerous Academic Institutes of Repute

## VISION FOR PUNE

There is a feeling that all these organizations and entities are engaged in good work but in their own silos. Lack of coordination and effective exchange of information fails to make big impact. Informal interaction among individuals from these organizations and the public at large would be an innovative way to engage on such a critical national issue. Open blue sky format will allow engagement in a deeper sense and unfasten existing apprehensions to interact freely. Individual bonding on an informal forum will subsequently formalize into organizational engagement for driving big projects. Global experts, high skilled individuals in organized and unorganized sectors, multi-disciplinary stakeholders, policy makers and management gurus, all could come together and exchange ideas. It will be the best forum for young minds to gather directions to contribute to the national cause.



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## **FESTIVAL OF WATER**

Creative ideas in terms of packaging the information, bringing visual appeal, drawing public attention, energizing the young minds and many more could be a very powerful mix through the medium of films and art. Acoustics is the only signal that propagates efficiently underwater and thus any kind of sensing in the underwater domain has to rely on sound to generate awareness on the complex interactions. The soundscape in the underwater domain has many stories to be told and the dynamic interplay of actors and assets in the ecosystem can be decoded and effective Underwater Domain Awareness (UDA) generated based on a detailed acoustic analysis.

All of this comes together in one festival: Nir Dhvani.

## **PROGRAMME**

Films have always been a popular medium to reach out to all sections of the society, particularly the young generation to spread any important message; thus spearheading the "*NirDhwani Festival*".

The two day festival will be dedicated to the marine ecosystem and the freshwater systems. The inter-day structure will be same for both the days with sessions spread across the following:

- Entertainment & Engagement (art, tourism, adventure & sports)
- Business ideas and management (new ideas and start-up possibilities)
- Concerns (environmental and sustainability issues)
- Content Creation through film making to spread social messages
- Science and Technology Communication
- Geo-politics on water related issues

The sessions will to address multiple broader issues of policy, technology, economics, diplomacy and many more. The format of the session will be to play the film for a duration of 30 minutes and then have an expert or the film maker or even a panel of related individuals interacting with the audience.

Along with the films we would like to promote interaction with water through art installations, music and engagement booths.



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## FUNDING

- Corporate funding on CSR basis
- Sponsorship from stakeholders
- Advertisement money
- Registration fee from participants
- Exhibition opportunity fund raising and more will be the fund-raising possibilities for conduct of the event.

## PEOPLE

### Advisory Committee

Mrs. Vandana Chavan - Member of Parliament

Mrs. Parimal Chaudhari - Managing Trustee, Praj Foundation

Shri Prahlad Rathi - Businessman and Philanthropist

Shri Pragnesh Poddar - Entrepreneur

### Organizing Committee

Shri Vivek Dhamle - Prabhat Studios

Shri Praful Talera - Director, Dynamic Logistics

Shri Ajinkya Kulkarni - Media Specialist

Shri Yuvraj Bhai Shah - Social Entrepreneur

Dr. Viswas Yevale - Water Activist

Shri Jayant Muley - Social Activist

Dr. Bharath Kalyan - Researcher, NUS Singapore

Shri Raju Dharia - Environmentalist

Ms Kanchan Jadhav - Bollywood

Mr. Abhijeet Choudhary - Swatantrata Theatre

Shri Prakash Magdum - Director, National Film Archives of India, Pune

Ms. Trishla Talera - Director, Evolving Culture Foundation, Pune

Dr. (Cdr) Arnab Das - Director Maritime Research Centre, Pune



**EVOLVING  
CULTURE  
FOUNDATION**

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national film  
archive of india  
राष्ट्रीय फिल्म संग्रहालय