

**NATIONAL FILM ARCHIVE OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
GOVERNMENT OF INDIA**

**Press-Release**

**Shri Venkaiah Naidu inaugurates NFAI Multi-Media Exhibition 'Azaadi 70 Saal -  
Yaad Karo Kurbani' at IFFI 2016**

**NFAI Exhibition would inspire patriotic fervor among people, says Naidu**

Get ready to experience patriotic fervor and moments from our freedom struggle on silver screen at IFFI this year! And not to miss, a Virtual Reality Experience of NFAI tour and Poster exhibition!

National Film Archive of India, Ministry of Information and Broadcasting, has organised a Multi-Media Exhibition on the theme of Azaadi 70 Saal- Yaad Karo Kurbani, at the 47th International Film Festival of India. “The Exhibition displays the depiction of the sacrifice made by freedom fighters through films over the years in various languages. This would inspire patriotic fervor among people as the country is celebrating 70 years of India’s Independence this year”, said Shri Venkaiah Naidu, Union Minister of Information & Broadcasting after inaugurating the NFAI exhibition at IFFI, Goa today. Shri Ajay Mittal, Secretary, Ministry of I & B was also present at the inauguration. The exhibition is open to general public during IFFI 2016 from 21 November to 28 November, 2016.

Shri Naidu said, the exhibition displays films highlighting our soldiers’, peoples’ and freedom fighters’ contribution towards independence and various wars thereafter. The films, from silent era of 1913-31, till date, have been showcased in the exhibition. The fight against social evils such as untouchability, women oppression, caste system etc. which were covered exhaustively through various films, have also been depicted in the exhibition. Indian film industry being one of the most diverse with more than 42000 films, has immensely contributed towards patriotism, which is very well displayed at the exhibition.

Martyrs and leaders like Sardar Bhagat Singh, Netaji Subhashchandra Bose, Mahatma Gandhi, Lokmanya Tilak, Sardar Vallabhai Patel, Dr. Babasaheb Ambedkar, Krantiveer Sangolli Rayanna, Veerapandiya Kattabomman, Komaram Bheem, Junja, Tanguturi Prakasam Panthulu, Vinayak Damodar Savarkar, Alluri Sitaramaraju etc. and heroes of the first war of Independence like Mangal Pandey, Jhansi ki Rani etc. who have been honoured through various films are also part of the exhibition. Important events like the Swadeshi movement, Salt Satyagraha, the boycott of the Simon Commission, Civil Disobedience Movements, Quit-India Movement etc. have also been covered in the exhibition through their film adaptations. The exhibition would help in commemorating the contribution of freedom fighters, soldiers and people of this country for independence.

The Hon'ble Minister also inaugurated the revamped NFAI website, NFAI New Year calendar with the theme of Dance in Indian Cinema and Exhibition on Virtual Reality. The new website can be accessed at [www.nfai.gov.in](http://www.nfai.gov.in) and has a variety of new features for cinema lovers.

Senior officers of the Ministry including Shri Chaitanya Prasad, OSD, Shri Prakash Magdum, Director of NFAI, Shri Senthil Rajan, Director of IFFI, Shri Prashant Pathrabe, Director of DAVP and OSD for NFHM, Shri Santosh Ajmera were also present during the inauguration.

### **Virtual Reality experience at IFFI:**

One of the major attractions at the exhibition was the experience of Multi-Media Exhibition in Virtual Reality through one-of-its-kind technological innovation of VR. People can visit NFAI premises and the exhibition using the VR gear and experience Virtual Reality. The Virtual museum tour, organized through VR technology exhibits nearly 20 film posters on the theme of 'Azaadi 70 Saal- Yaad Karo Kurban'.  
'Azaadi 70 Saal- Yaad Karo Kurbani'.

### **NFAI New Year Calendar:**

Based on the theme of dances in Indian Cinema, the NFAI calendar for 2017 contains rare stills from the exclusive collection of National Film Archive of India. The calendar displays Uday Shankar from 1948 film Kalpana, NT Rama Rao from 1957 film Maya Bazar, Kamala Laxman from 1958 film Yahudi, L. VijayaLakshmi from 1962 film Gudamma Katha, Miss Gohur from 1919 film Bilwamangal amongst other depictions of dancers and dance sequences from Indian cinema.



Hon'ble Minister for Information and Broadcasting, Shri Venkaiah Naidu inaugurates the NFAI pavilion at IFFI, Goa

fighters. From films made on the topics to freedom struggles to freedom fig  
made the Indian cinema proud.  
Here we take a look on how our Indian Cinema has dealt with freedom strug



Shri Venkaiah Naidu, Hon'ble Minister for Information and Broadcasting, watching the multimedia exhibition through the Virtual Reality (VR) technology and gear.



Shri Venkaiah Naidu launches the NFAI Calendar for 2017 alongside Shri Ajay Mittal, Secretary for Information and Broadcasting, Shri Prakash Magdum, Director of NFAI and Shri Prashant Pathrabe, Director of DAVP.