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PVR Nest & MoserBaer Trust join hands to promote clean environment through film documentaries made by school children

- **Delhi's largest documentary film training event** for school children – the unique **Cineart 2010** celebrated the spirit of clean environment.
- **200 students** were awarded for their creative film documentaries.
- **Strong inclusive participation** by **20,500 children** drawn from **Public schools, NGO led schools and special schools.**
- **Unveils the special installations** created from **100 kgs of wastes.**

New Delhi, 11 November, 2010: **Cineart 2010**, an year long initiative by **PVR Nest and Moser Baer Trust** to promote the school children as ambassadors for clean and green environment today concluded with felicitation of the winners. **Cineart 2010 on Nature** showcased **10 movies** created by collaborative efforts of the school children from public schools, NGOs and school for special children. This unique initiative, **a first for Delhi**, brought together 20,500 children from different walks of life. The 10 month journey of Cine Art was introduced through **Nature Performance, Nature Trail & Walk, Recycle Workshops, Nature illustrations, Conceptualization and submission of Original Green Idea & Paintings.** Inspirational Power Packed session and learning the art of filmmaking was done in association with WWF Nature- India and environment film maker Krishnendu Bose. These high impact inspirational films will propagate the basic principles of ecology seen from the eyes of these young children and slated to be screened in PVRs Cinemas across the country.

As part of the initiative, for the first time in India around 100 kgs of scrap like old beer cans, oil cans, wires, cardboard boxes, old coasters made of newspaper, old menu cards of restaurant, old handbags made of plastic were used to create installations of the Indian national animal 'Tiger' and an Underwater scene.

Ajay Biji, Trustee of PVR Nest and the Chairman and MD, PVR Ltd.

said: "I am in total agreement with what Pablo Picasso had said "Every Child is an Artist". The question is how can we empower children to showcase their creativity. Cine Art 2010 is such an endeavor by PVR Nest, where Children can paint their vision of the world through the medium of cinema. It has been a journey of learning and creativity for the more than 20,000 children from 20 schools which had participated in the programme. Apart from the learning I am sure that the children thoroughly enjoyed their close encounter with the wonderful medium of cinema. I was excited watching the films created by these children who we believe would lead change tomorrow."

Highlights of the Cineart 2010:

- o Ten CineArt film documentaries films on themes like governance and environment, water, Nature and traditions created by school children.
- o Extensive pan India reach-out planned for the documentaries through at PVR Cinemas, children's forums and Moser Baer's Home Video CD's and DVD's
- o 20,500 children participated in this unique initiative from Delhi

Nita Puri, Chairperson, Moser Baer Trust, said: "We think we should leave our heritage and environment in safe and responsible hands and Cineart is a way of promoting this in the children who are our tomorrow. Environment and conservation of nature are important issues that need immediate attention and action from all of us. I am deeply impressed by the sensitivity and concerns shown towards these critical issues by these children". She added, "We sincerely

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About PVR Nest

People, Ideas and Actions are the integral strengths and voice of PVR Nest, the corporate social program of PVR Ltd for children and environment. We feel that collective efforts have the power to make change, therefore PVR Nest seeks common grounds with government, corporate, market bodies, NGO's, public and private institutions to achieve common goals for the betterment of Children and environment. Cine Art is conceptualized, initiated and implemented by PVR Nest.

About Moser Baer Trust:

Moser Baer Trust is a community development vehicle of Moser Baer India

Trust (Private) Ltd. The Trust has been established for the purpose of promoting and carrying out the activities of the Trust.