

SDMites win BoroPlus All India Short-Film contest



The Student Team (from left): Himanshu Singh Gurjar, Aastha Vyas, Piyush Kumar, Ravi Shankar, Aman and Omkar Rajyaguru.

Mysore, Mar. 5- The short film "Who am I" by the students of Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMites) — Himanshu Singh Gurjar, Omkar Rajyaguru, Piyush Kumar, Aastha Vyas and Ashwin S. Prasad — won the BoroPlus All India Short-Film Making Contest-2014. This year the contest invited entries on the

theme 'Crime against Women.'

The film was expected to speak about the domestic violence, sexual harassment, income inequality, chauvinism, cultural stereotyping. The theme attracted entries across India and 14 entries were shortlisted for the final round. The entries were judged by the jury headed by Ad Guru Alyque Padamsee (Brand Father of Indian ad-

vertising, Padamsee has built over 100 brands).

"Who am I" presented the theme and the contest expectation in five minutes which made it to top the contest.

Himanshu Singh Gurjar, who led the "Who am I" team says, "It was then, when there was a storm of Damini's case (16 December 2012) across the nation that I wondered what is all this

happening in the neighborhood in our country, may be in our city next, what if it is our own people? That very thought was awakening for me, I knew it is not possible to change everything but I wanted to raise my voice, against this crime. It was enough of wondering and I knew it is always the action that has stood strong against the injustice."

Another team member Ashwin S. Prasad says "Who am I is an attempt which is not just a film but also a question from each and every Damini of our society to me, to you and to everyone. We don't need to answer anyone at all; we just need to answer ourselves. You don't know

her, she may act strong and happy, but she cries to sleep at night. You don't know the main story behind her story, and you can't even make assumptions, because her story is far different from yours. But she is present everywhere. We just need to open our realistic eyes."

This video was not possible without the support of SDM-IMD student community who helped in spreading the message across the nation through social media platform.

The film is available in YouTube in the link:<http://www.youtube.com/watch?v=PuYXIb-hFHkk> or <http://youtu.be/PuYXIb-hFHkk>

