

National Film Archive of India
Ministry of Information and Broadcasting

Press-Note

NFAI celebrates 'World Day for Audiovisual Heritage'

23 rare Telugu films added to NFAI collection

National Film Archive of India (NFAI) celebrated UNESCO's 'World Day for Audiovisual Heritage' today (27 October) at its Phase –I (Law college road) premises. Keeping in sync with this year's theme – "It's your story – don't lose it" – NFAI observed the day by putting up an all-day exhibition at the Phase-I premises, showcasing the journey of the organization. The exhibition was open to all and saw a good turnout.

In addition, various sections of the organization such as the library, documentation section and projection room were open to the public. NFAI also gave guided tours of the film restoration vaults at Phase-II today.

On this occasion, we are delighted to announce the addition of 23 classic Telugu films to our collection. Donated by Goldstone Pvt Ltd, the collection includes landmark works of L V Prasad, such as Shavukaru (1950), Pelli Chesi Choodu (1952) and Missamma (1955). The collection also includes a number of productions from the legendary Vijaya Studios such as Shavukaru (1950), Patala Bhairavi (1951), Maya Bazar (1957) and Satya Harishchandra (1965).

As a pledge to our cause of film preservation, Shri Prakash Magdum Director NFAI felicitated Pune-based donors of film & non-film content to our collection: Shashikant Kinikar, Anil Revankar and Satish Jakatdar.

"On the occasion of the World Day for Audiovisual Heritage, I appeal to film-lovers to come forward and donate any rare and old Film Footages and Non-Filmic items like Wall Posters, Still Photographs, Song Booklets, etc. so that it can be preserved for future generations", said Prakash Magdum, Director NFAI.