



**PRESS RELEASE** (for immediate release)

## **‘KASTURI: the fragrance of heritage-sugandh dharohar ki’ HERITAGE FILM THEATRE IN JAIPUR**

**PRESS CONFERENCE: 10 DEC 2016- 4:30PM @Kalaneri Art Gallery**  
*Showcasing the best of films on our historic, cultural & natural heritage to  
children, youth & general public*

Sukhnidhey Films and Kalaneri are organizing ‘KASTURI: *the fragrance of heritage- sugandh dharohar ki*’ Heritage Film Festival at Kalaneri. This would be a **continuous, ongoing film festival** that would begin on 10 December, 2016.

A **FREE** Heritage themed Film Festival **showcasing the best of the films on our incredible heritage**, the festival, would have **morning film shows for school children**. There will also be **evening film shows/screenings on heritage open to the general public and tourists**.

The **unique, one of its kind festival** aims to spread awareness amongst the youth and the masses **@ GRASSROOT LEVEL** towards **conservation of our historic, cultural and natural heritage**, so the younger generation feels proud of our glorious heritage & culture. The **festival would be FREE for all schools** to participate in.

**Prof. Vinod Shastri** (Vice Chancellor, Jagadguru Ramanandacharya Rajasthan Sanskrit University, Jaipur) would grace and **inaugurate the festival on December 10<sup>th</sup> at 6:00 PM**.

Apart from film screenings, the festival would feature **interactive sessions** with filmmakers, archaeologists, wildlife experts, photographers and policy makers who would share their insight and experiences with the youth, inspiring them to be the change.

**Sukhnidhey Films** is a multi-award winning film production organization **recognized as the only 'Outstanding' rated Filmmakers in the country by the Ministry of Culture, Government of India** dedicated to create heritage conservation awareness through films sensitizing the masses, especially the youth.

**Kalaneri** is a **Nationally awarded fine arts academy run by renowned artists** where a strong platform is provided to young and budding artists. Kalaneri Art Gallery has been awarded with a quality brand award. In its INFO institute the hidden talent of students is understood to prepare them for National/International fine art, design colleges.

**For more information contact:**

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