

# THE BEACON

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## Students attempt to hit the big screen

Ashish & Sowmya

**CAMPUS:** The increasing consumption of drugs among the country's youth is pathetic. This movie is a small endeavour towards highlighting this issue, said Roby Jayson, Second-year BVC student and director of the movie 'Ennam Pol Vazhkai.'

*Ennam Pol Vazhkai* is a Tamil film made by BVC students of St Joseph's University, Bengaluru. The movie premiered at the Allura Fest under the event name Chitrahaar on April 5, 2023.

The movie revolves around a teacher trying to eradicate drug peddling in colleges with the help of a student. "The substance shown in the movie is not exactly a drug, it is a suspense element which will be revealed in the second part of the movie," said the student-director.

We had difficulties in managing the budget and locations as we faced certain constraints regarding the same. Although there were challenges in shooting outdoors due to permissions, shooting inside the university was much easier for us due to the support from the department, he added.

Being an enthusiast of poetry, stories and photography, he wanted to experiment with everything related to these domains. Talking about his inspiration, Jayson said that his brother wanted to become a film director but unfortunately, he couldn't pursue a career in that, so he tried to make his brother's dreams come true. Jayson also appreciated the positive response the movie garnered from the audience.

## Lemonade to beat the heat

Priyanka Gond

**BENGALURU:** A group of kids have converted their boredom into a business chance by selling homemade lemonade on the streets of South Bengaluru. The pictures caught people's attention online instantly, and they soon became viral on the internet.

On April 1, a Twitter user, Aayushi Kuchroo posted pictures of a group of kids sitting outside a residential gate in Indiranagar on Saturday, April 1. They had transformed their study table into a makeshift display table for their freshly made lemonades.

"They served flavours like

## SJU witnesses eighth edition of Allura

Aileen & Anuja

**CAMPUS:** St. Joseph's University welcomed one of the most enticing media events of the year, Allura, after a three-year hiatus. The event was on pause due to the pandemic and this comeback ensured that the students got everything that they missed out on.

The 8th edition of Allura was hosted by the Images Association of SJU on April 5. The inaugural ceremony was set in motion by the Kannada film star, Sangeetha Sringeri, and later joined by Meghana Gaonkar, promoting their latest film 'Shivaji Surathkal 2'.

With 'Confluence of Cultures' as its tagline, Allura offered a platform for the students to exhibit their talents while giving them exposure to industry experts. The event witnessed a radio workshop, an art exhibition, and a face-painting competition and was followed by



Sangeetha Sringeri inaugurating the fest

Special Arrangement

a screening short film directed by the BVC students.

Stressing the impact of visual content on today's generation, Fr Richard Rego, Director of the Institute of Communication and Media Studies, said that more and more students get into the visual industry today and

the department supports the same in every possible way. "Primarily, we live in a visual culture where youngsters are glued to visuals. Our oral or textual memories have come down and our flare for visuals has increased a lot," he said.

Vidisha D'Souza, HoD of ICMS, addressed the gather-

ing by introducing the theme of Allura. She described it as a unified blend of diversity bringing in a lot of memories with names of the events titled 'Surabi', and 'Meri Awaz Suno' among others. "I am reminiscing childhood days, when I would spend my Saturdays watching Doordarshan

and listening to some tunes that still remind me of the wonderful times," she said.

In a panel discussion following the inauguration, Meghana Gaonkar, an actress from the Kannada industry, spoke about her transformation from the television industry to the film industry. "We get to do so many roles in a very short period (in movies). You can be so many characters but in serials, you have to do the same character for a whole year or sometimes for nearly four to six years. It's a great thing, but for me as an artist, I want to learn something new every day." Even though female police officers are usually in their 20s and 30s, they are never portrayed in such a way in the movies. "I am proud to represent that community in this movie rather than the cliché male police officers who are often depicted," she added.

## 'Being a theatre artist is a blessing'

Jenett Jose

**CAMPUS:** The workshop 'Meri Awaz Suno', was held as a part of Allura on April 5 for the students of ICMS. Anoop is a prominent figure in the radio industry and a famous RJ at NammRadio.

RJ Anoop shared his experiences and insights with the participants, emphasising how important it is to develop one's voice. Working in theatre helps artists to become more familiar with their own voice and to experiment with different inflections and tones, he said.

"Being a theatre artist



RJ Anoop interacting with students

Abhirami Nair

is a blessing because you will learn to work with your voice, and you can play around with more sense. I also give life to different characters who are not me, so if some guy has acted here and I give that voice

to him, my voice has given life to him," Anoop said.

The workshop also covered the topic of technology's impact on radio, with Anoop noting how radio stations have become more digital in recent years, with

their own Instagram pages and features in videos. He also touched upon the changes in audience expectations with the rise of digital media.

"The digital age has made everything clear, and radio stations can now do their campaigns, videos, and reads, so people will not have expectations," he said.

As the workshop drew to a close, Anoop announced that he will be starring in an upcoming hostage thriller movie, "Tales of Mahanagara," which is set to release in June, and added that promotions for the film would kick off soon.

## Colourful culmination of all art forms

Megha Mukundan

With colourful faces and flaunting attires, 'Dekh Bhai Dekh' participants took over the ramp and audiences' hearts. The face painting competition hosted by Allura was received by the crowd with a big round of applause, which made the event a grand success.

Titled 'Dekh Bhai Dekh', the competition adopted the theme of 'Sakalakala' which means the culmination of all art forms. Students were allowed to participate in a group of eight and the winners were awarded cash prizes.

"I can proudly say that this is a new concept and we launched it," said the program coordinator Shabin PK, referring to the mode of the competition where it was judged based on the face painting, the ramp walk and the photographs of the performance submitted by the groups. He also added that the idea was to uphold the theme of togetherness, which was explicit throughout Allura and all of its events.

"Getting my face painted along with my friends' was a great experience, and the ramp gave me confidence that I didn't even know I had," said Ashish Bandharkar, a participant.

## Re-alluring students to Allura

Sowmya A

**CAMPUS:** The theme of this year's Allura is deeply connected with Covid-19 pandemic, said Shabin PK, the coordinator, on the 8th edition of the fest.

Allura is an annual media fest organised by the IMAGES Association of St Joseph's University, Bengaluru. After two years of the pandemic, ICMS conducted its eighth edition of Allura on April 5, 2023.

The theme for the Allura 2023 is Milan, which means getting everything

together. "Since the pandemic had resulted in physical and emotional gaps, we wanted every other department of SJU as well as other colleges to come together to participate in the renowned fest," explained Shabin. Hence we chose Milan as our theme, he said.

Speaking to The Beacon, Shabin said that the two-year break had detached the students from the concept of Allura and that reconnecting them emotionally to the fest was a challenge.