

## Hats Off to Cinema: Prof. G. Ravindra

New Delhi ( March 2010): Today marks the close of the 15th All India Children's Educational Audio Video Festival organised by the CIET, NCERT. The festival during screening sessions featured more than hundred educational audio and video programmes. This festival opened on March 18, 2010 and closed on March 20, 2010.

On March 20 around 16 entries by students were screened, The programmes were made by students on various issues like dowry, water problem, utilization of waste material, problems of growing up etc. Children explored various topics relevant to them and society at large and expressed their feeling through audio and video programmes. The producers from various organisations participated in the festival.

The maximum entries under the student production category were received from the Kerela. During award ceremony clipping of award winning programmes were screened.

The video CD titled Kiski Hogi Jeet and an audio Cd titled Marigold were released on the occasion.

While addressing the audience Prof Vijaya Mulay stressed that all communicators should keep three things in mind while preparing programme for children- perception, reality and truth. She said that the student perceive things differently than adults so the communicators need to look at the world as the child sees.

Prof G Ravindra in his presidential address congratulated the CIET for putting up the excellent show. He said, "Art is the short cut to Learning." He stresses that the audio video programme has the capability to mix the reason and the spirituality and hence it can be the shortest and the quickest method of learning.

While presenting the report Dr. Lal Singh mentioned that the student participation in the festival has increased manifold.

The award- winners of the AICEAVF 2010 were announced and the details of awards are attached and can be seen on our website [www.ciet.nic.in](http://www.ciet.nic.in)