

Media Release

Reliance Education students create a short film '*Beti Bachao; Beti Padhao*' to support the *campaign* initiated by the Hon'ble Prime Minister.

MUMBAI, AUGUST 24, 2017: Reliance Entertainment's pioneering education initiative - Reliance Education, has created a **175 second animation film on the theme of '*Beti Bachao; Beti Padhao*'**. This film was created to support the noble cause of the '**Beti Bachao; Beti Padhao**' Campaign initiated by the Hon'ble Prime Minister Shri Narendra Modi.

The film has been created taking inspiration from the indigenous tribal art form of Warli as its medium, under the guidance of veteran Warli artist, Shri Sameer Dharmadhikari. He said, "***Fusion of traditional art and digital media is a powerful medium of expression and this is an endeavor to use it for a social cause.***"

H'ble Prime Minister Shri Narendra Modi has sent a letter of appreciation to the team congratulating and acknowledging this initiative.

With the vision and direction of Reliance Education, CEO, Atul Vohra, the film was conceptualized. Students and faculty members of Reliance Education put in their best efforts along with the expertise of their Production Manager, Shri Vishnu Salunke, and took this initiative to create this animation film. The film can be easily adapted and converted into regional languages making it easy to reach out to all sections of society.

Atul Vohra, CEO, Reliance Education, said, "***Ever since H'ble Prime Minister Shri Narendra Modi took over the reins of our country it has been a pleasure to witness the positive changes. His initiatives have been constructive, meaningful and sustainable. One such call to action that has moved Indians is '*Beti Bachao; Beti Padhao*'. As an educational undertaking of the Reliance Group, Reliance Education decided to do its bit for this noble cause.***"

Link to '**Beti Bachao; Beti Padhao**' film: <https://www.youtube.com/watch?v=j6ZQh-1dKFI>



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

New Delhi
04 May, 2017

Dear Atul Vohra Ji,

I am delighted to know about the animated film on the theme of 'Beti Bachao, Beti Padhao' made by your team. I congratulate all the students and faculty of Reliance Education behind this endeavour. I also congratulate Shri. Sameer Dharmadhikari, the veteran Warli artist who guided the team.

The form of the film which was inspired by the indigenous tribal art form of Warli deserves special appreciation. Narrating a message using the indigenous art forms will surely increase the power of the content's appeal. At the same time, it will increase the popularity of the art form as well.

'Beti Bachao Beti Padhao' campaign is the need of the hour, to ensure there is women-led development. Only a nation whose women are truly empowered can prosper.

I am sure that innovative endeavours like yours will inspire everyone to imbibe the spirit of the campaign and even work towards empowerment of women.

Once again I congratulate you all and wish all the best for your future endeavours.

Yours sincerely,

(Narendra Modi)

Shri. Atul Vohra
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About Reliance Entertainment:

www.relianceentertainment.net

Reliance Group, led by Anil D. Ambani, is among India's major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms.

Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, Office Christmas Party and A Dog's Purpose. Reliance Entertainment is releasing "Thank You For Your Service" on October 27, 2017 and also Steven Spielberg directed "The Papers" on January 12th, 2018.

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About Reliance Education:

www.relianceedu.com

Reliance Education, a part of Reliance Entertainment was started in 2009 and has emerged as a premier VFX and Animation Academy with a pan India presence.

Reliance Education by virtue of its lineage recognizes the potential India has to be a prospective global giant in the field of VFX and Animation. Thus its focus is on educating students and helping them to meet this demand.

Reliance Education has taken leadership position by setting academic benchmark in VFX and Animation education space and is *Ranked 4th amongst top 10 Animation Institutes in India. The evaluation was done on the following four parameters of excellence- Faculty competence, Pedagogic system, Infrastructure and Placements. (* Education World Magazine- May 2014)

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