

# **Kallola- 2019**

(Raise your voice for children)

A Short-film Contest on Child Rights

## **Nutrition**

**Every child's right for a healthy life**

Venue: Hotel Empires

Date: 8<sup>th</sup> September 2019

## **Structure of the report**

This report seeks to capture the essence of one-day workshop on film making on the theme of **Nutrition- Every child's right for a healthy life** and open call for all film makers, students, advertising and broadcast professionals, amateurs or any one with a good idea and film making skills. The workshop of **Kallola short film contest 2019** was attended by more than 60 participants from different parts of Odisha and few from outside the state to understand the basics of film making which was organized by **Aaina**, in collaboration with **Unicef, Dept. of Women and Child Development and Mission Shakti, Govt of Odisha and Alankar television** here at Hotel Empires. The participants were given idea of narrating their creativity in two sub themes- *A balanced diet for growing children and ending gender discrimination in nutrition* through short films of 30, 60 & 90 seconds durations. This report begins with a small background note and then records the highlights of experts on thematic orientation, script and technical orientation and condensing the theme into a short film format.

## **Background**

The Kallola short film contest has been conducted on child rights issues since 2014. In these five years it has covered many themes including, child labour, violence against children, water etc. Film makers of different age groups were encouraged to participate and submit their short films for the contest. The theme for season five is Nutrition, every child's right for a healthy life. Food is needed for survival and the nutritional elements in food are essential for the growth and development of every child. But, there are different reasons children are being deprived of getting nutritious food and are malnourished, under nourished, stunted, wasted and suffering from obesity. The participants were encouraged to capture those issues and communicate it through digital format. The contest is open to all film makers above the age of 18 years to explore their creativity on child rights issue through short films of 30,60 and 90 seconds duration. The films will be made at their own cost. The contest is open from 5<sup>th</sup> August 2019 to 11<sup>th</sup> October 2019. At the one day workshop participants were given inputs about

theme, technicalities and other necessary guidelines which will be helpful for them while making the short film.

### **Inaugural Session**

**Project Manager, Kallola Aaina, Smriti Mohanty** gave a small introduction about Kallola short film contest and the themes of previous years. She also narrated about the short films selected by the jury members in previous years. After this she formally welcomed **Secretary Aaina, Sneha Mishra and Nutrition Specialist Unicef, Sourav Bhattacharjee** to throw light on the short film contest and this year's theme. Sharing the objective of the workshop **Sneha Mishra** said, In Odisha the short film era started only a decade ago and it has been found short films are creating an impact on society and people. The themes Kallola has taken up since its inception has created a platform to uphold the rights of the children, especially of girl children. Every year Kallola has encouraged many young and upcoming film makers to participate and this year the number has crossed to 130. The young film makers take it as a challenge to produce the theme of the film within 1 min duration to convince audience. **Unicef Nutrition Specialist, Sourav Bhattacharjee** attending the workshop as one of the experts narrated different aspects of nutrition, malnutrition, under-nutrition, stunting, wasting, balanced diet and discrimination towards girl children. He focused on what issues related to nutrition in the society and mostly among children and adolescent girls need to be addressed in the short film.

The issues which were highlighted:

- A child's survival, growth and development is depended on the kind of care and nutrition he/she gets
- An under nourished mother gives birth to an under nourished child
- In rural areas women eat at the last and less quantity of food which impacts on her health
- Children cannot express that they are hungry so they are more vulnerable
- In rural areas most of the poor families suffer from diseases and lot of money from their pocket spend on health care
- There is a difference between food and nutritious food

- One should have adequate food, adequate care and protection from diseases to lead a healthy life
- Health expenditure of poor community is higher in compare to others
- The condition of malnutrition is caused by improper and insufficient food
- Obesity is another emerging problem among children that occurs due to over eating and excessive intake of food
- Open defecation is another problem area that contributes stomach infections and spreads diseases among growing children
- He mentioned about stunting and wasting children and causes
- In Odisha the major cause of under five children mortality is malnutrition and the percentage is now stands at 55
- If mothers in community start breast feeding regularly 13 per cent deaths of under five children can be prevented
- In Odisha, apart from Airport there is no feeding space or specific room allotted for the lactating mothers
- Children after six months to two years should be given complementary feeding
- Apart from balanced diet hygiene and hand washing are also needed for growth of the child
- Breast feeding is the most important and child should not take anything else other than mother's milk. In some families it was noticed girl children are given lesser days of feeding
- In Odisha, more than half of adolescent girls suffer from chronic energy deficiency
- The food adolescent consume are nutritionally poor
- Immunization is a part of nutrition
- Mostly in urban set up, during adolescent period due to peer pressure while boys turn towards smoking and drinking, girls attract towards zero figure and consume less quantity of food which creates nutritional problems
- Government provides IFA tablets to the adolescent girls to recover from anemic condition

- If girls will be given healthy food she will deliver a healthy child but in most of the family nutritious food is served to men and boys than girls. The mindset towards not giving nutritious food to girls has to be changed

**Film Maker and guest faculty of different Film Institutes, Baikunta Panigrahi** attending the technical input, script orientation session said, Film is a story telling medium and the art of story-telling should have a purpose or message for the society. The highlights of his session:

- Making short films within the duration of 30, 60 and 90 seconds is difficult but not impossible
- The film made by the film maker should be understood by everyone, especially by viewers
- Film should be communicated properly and should be objective
- Film should have a beginning part, mid part and end part
- One liner is a challenge but the film maker should try to create
- The best short films are often a single moment that is played out, but one that has a story at its heart
- Avoid stereotypes and have a fresh point of view. This is a chance to be as wild and creative as you want
- Film is about telling stories in pictures. Show as much information and visuals as you can in a short amount of time.
- Keep less dialogue that to if it is required, body language speaks volumes
- The impact of first shot is crucial to hook the viewers
- Choose a short script to tell a story with a beginning, middle and an end. Do not discard the practicalities of writing a script
- Create a story board and determine the flow of the film and the sequence of its scenes.
- Write the most amazing story you can, full of rich characters and plot that moves the viewer emotionally. Make them remember your film long after the screen fades to black.
- Do it differently. Location, budget, actors, crew, time needed, permission for shooting outdoor.
- For lighting use natural and outdoor available lighting

## **Post Lunch Session**

**Odia film director Sushant Mani** attended the workshop as another expert to speak on condensing the theme into a short film format. In the post lunch session he emphasized on creating the short film with whole heartedly than making it on a trial basis. To make the session more interactive with the budding film makers he shared few practical issues to deal with while making films. The highlights of his session:

- Understand the difference between camera and eyes, while camera can capture visual from 2 dimensional surface, eyes can see things from 3 dimension
- Being a director one should know the placement of camera. The frame of the shot should look good and communicate effectively
- There is no end to imagination in film making. Imagine and try to express it through your frame
- Before going for shooting one should have detailing of location and characters, script, lighting and other necessary things. Besides always keep an alternative or back up plan while shooting
- Keep yourself flexible to accept error, improvement and changes
- If one person will get positive impact from your film than you should feel your purpose is solved
- Now film making has been very cheap so one has to give effort on script, content and presentation

After an open house question answer session with resource persons the participants were given information about NCPCR and Unicef media guidelines to avoid any litigation.

At the end of the session participants were explained about the process of online and offline submission of film entries for the contest.

**END..**