

SEPTEMBER 8-14, 2024

SUNDAY POST

HERE . NOW

REGIONAL MOVIES

Breaching Boundaries

COVER STORY

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Actress and video creator Simran Pattnaik shot to fame with her roles in TV shows 'Rani', 'Premara Kuhuka', and 'Mu Bi Bijayani'. She cemented her place in the entertainment industry with music videos like 'Jhipi Jhipi Meghare' and 'Dhire Dhire To Saathire'. In her free time, Simran enjoys shopping and dancing

Relaxation rituals

To unwind, I enjoy spending time with my family - father, mother, and elder sister - as well as discovering various restaurants and filming vlogs for entertainment.

Binge-worthy favourites

During the holidays, I watch a lot of films and television series. American sitcom Friends and drama series The Vampire Diaries are my ultimate favourites.



WITH FRIENDS



WITH FAMILY

Culinary adventures

I enjoy taking on new culinary challenges. Though I'm not very skilled at cooking, I enjoy making noodles and ramen, often adding vegetables to my liking and creating my own style.

Self pampering

On Sundays, I go to a salon for hair treatments, pedicures, and manicures. I also enjoy making videos, regardless of where I am.

MADHUSMITA SAHU, OP



WhatsApp This Week

Only on Sunday POST!

Send in your most interesting WhatsApp messages and memes at: features.orissapost@gmail.com And we will publish the best ones

THE BEST MEMES OF THIS ISSUE

- Why did the lady sing lullabies to her purse? She wanted a sleeping bag!
- Why did the student study in an airplane? He wanted a higher education!
- What do elves learn in school? The Elf-abet!
- What do you call blueberries playing the guitar? A jam session.



UNNECESSARY HYPE

Sir, If veteran actor Naseeruddin Shah feels that film promotions have become redundant and serve no purpose, there is a reason to believe him. I also feel that film actors love to do the promotions as they help them grab the eyeballs. In earlier times, when Dev Anand or Raj Kapoor's hit theatres in an interval of a few years, people flocked the theatres. Nothing would dissuade them from watching the movies of their favourite stars, and no promotion was required. The audience decides what they want to see, and actors saying that they work really hard on movies makes no difference to them. If an actor has worked hard, it is his or her job as a performer, and there is no need to heap praise on themselves, says Naseer. And I'm in agreement with the actor.

SAMARPITA SAHA, PURI

LETTERS



A WORD FOR READERS

Sunday POST is serving a platter of delectable fare every week, or so we hope. We want readers to interact with us. Feel free to send in your opinions, queries, comments and contributions to

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REGIONAL MOVIES

Breaching Boundaries

Indian cinema is witnessing a remarkable shift as regional films are going beyond boundaries to resonate with audiences across the country, says Debi Prasad Lenka, director of 'Daman', the Best Odia Film at the 70th National Film Awards

MADHUSMITA SAHU, OP

The emergence of regional cinema is a turning point in the Indian film industry over the past few decades. Once overshadowed by the glamour of Hindi film industry, regional movies have now risen to prominence, challenging Bollywood's supremacy and reshaping the cultural landscape of Indian cinema. This shift has deeply influenced the Hindi industry's storytelling, casting choices, distribution methods, and overall filmmaking style. This year's National Film Awards highlighted this change, with regional cinema dominating multiple categories and making a lasting impact on the industry. The regional divide between various Indian film industries have surely blurred over the last few years. But of late, the lines gradually seem disappearing with films from all regions making their presence felt at national level.

This week, **Sunday POST** takes a close look at the journey of the Indian film industry and seeks expert views on the topic.

Historical context

India's cinematic journey began with regional cinema, starting with the first full-length Indian film, *Raja Harishchandra*, a Marathi production directed by Dadasaheb Phalke in 1913. As the Hindi cinema scope grew in prominence, especially after independence, regional cinemas such as Bengali, Tamil, Telugu, Malayalam, and Kannada

continued to thrive within their own spheres, often constrained by linguistic limits and smaller budgets. These regional industries focused on culturally specific narratives and folklore, deeply connecting with their local audiences. A pivotal shift for regional cinema occurred in the late 20th and early 21st centuries due to several key developments. Technological advancements made filmmaking more accessible, lowering production costs and allowing filmmakers to explore diverse themes and genres. The rise of multiplexes in urban areas also provided a platform for regional films to reach broader audiences, including those unfamiliar with the languages. Additionally, the emergence of digital streaming platforms like Netflix, Amazon Prime, and Hotstar transcended geographical boundaries, making regional films accessible to a global audience.

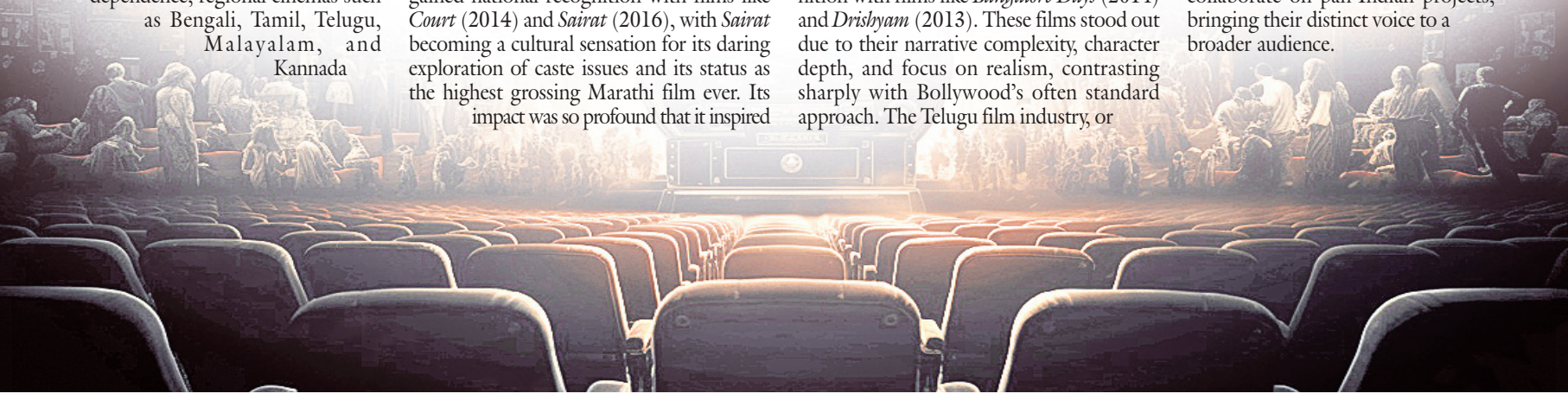
New wave of regional cinema

In the 2000s, a new wave of regional cinema emerged in industries such as Marathi, Malayalam, Tamil, and Telugu. Filmmakers from these regions began creating powerful narratives deeply rooted in local cultures while maintaining universal appeal. Movies like *Sairat* (Marathi), *Drishyam* (Malayalam), *Subramaniapuram* (Tamil), and *Baahubali* (Telugu) garnered both critical acclaim and significant commercial success. This new wave was distinguished by its robust storytelling, genuine performances, and a willingness to address complex social issues—topics that Hindi cinema often avoided. Marathi cinema gained national recognition with films like *Court* (2014) and *Sairat* (2016), with *Sairat* becoming a cultural sensation for its daring exploration of caste issues and its status as the highest grossing Marathi film ever. Its impact was so profound that it inspired



a Hindi remake *Dhadak* (2018), though this adaptation faced criticism for weakening the original's socio-political critique. Similarly, the Malayalam film industry, known for its content-driven approach, gained wider recognition with films like *Bangalore Days* (2014) and *Drishyam* (2013). These films stood out due to their narrative complexity, character depth, and focus on realism, contrasting sharply with Bollywood's often standard approach. The Telugu film industry, or

Tollywood, achieved unprecedented success with the *Baahubali* franchise, breaking global box office records and demonstrating that regional films could rival and even surpass the Hindi movie industry in scale, production quality, and revenue. Odisha, too, has seen its share of this impact. Odia cinema, with its unique storytelling and cultural richness, has begun to gain attention beyond state borders, films like *DAMAN* and *Pratiksha* grabbed attention. Filmmakers and artists from Odisha are increasingly finding opportunities to collaborate on pan-Indian projects, bringing their distinct voice to a broader audience.





Impact on Hindi industry

The rise of regional cinema has significantly influenced Bollywood, transforming various aspects. The success of regional films has led Bollywood to rethink its storytelling approach, moving away from its traditionally repetitive themes of romance, action, and melodrama. Now, more diverse narratives are being embraced, with films like *Munjya*, *Shaitaan*, *Street 2*, *Jawan*, and *Gadar 2* reflecting this change. This shift has also inspired industry figures like Ritish Deshmukh and Mahesh Manjrekar to back projects in their native languages, such as *Mauli*, *Ved*, and *Juna Furniture*.

The growing influence of regional cinema has highlighted a wealth of talent beyond Bollywood. The trend of importing actresses from South Cinema is diminishing, with more Bollywood stars like Kiara Advani, Emraan Hashmi, Saif Ali Khan, Bobby Deol, and Janhvi Kapoor crossing over to South films. Meanwhile, South Indian stars like Prabhas, Yash, Prashanth Neel, and SS Rajamouli are gaining large fanbases in the North, with actors like Jr. NTR landing major roles in Hindi films, such as *War 2* alongside Hrithik Roshan. The increasing popularity of regional films has also led Bollywood to adapt these movies for Hindi audiences. This trend, though not new, has gained momentum. For instance, Thalapathy Vijay's *Theri* is being remade as *Baby John* with Varun Dhawan, and *Drishyam 2* with Ajay Devgn was a remake of the Malayalam film starring Mohanlal. After the success of *Kabir Singh* (a remake of *Arjun Reddy*), Shahid Kapoor also starred in *Jersey*, a remake of the Telugu film featuring Nani.

EXPERTS' VIEW

Screenwriter and National Award-winning director Pranab Das is known for his movies on human relationships and is given credit for exposing Odia film audiences to realistic movies at a time when family dramas were a central draw for them. Sharing his views, Das says, "As a filmmaker who has witnessed the evolution of the Odia film industry through the years, the rise of regional cinema across India is a moment of immense pride and reflection. Films like *Hakim Babu* and *Sesha Pratikshya* were deeply rooted in Odia culture and resonated with local audiences. However, today, regional films are no longer confined to their linguistic boundaries; they are making waves across the nation and beyond."

He goes on to add, "The recent prominence of regional films at the National Awards is a testament to this shift. These films, whether they hail from Odisha, Tamil Nadu, or Kerala, are now being recognised for their authenticity, unique storytelling, and cultural richness. This recognition is not merely symbolic; it represents a change in the very fabric of Indian cinema, where the narrative is no longer dominated by a single industry but is a diverse tapestry woven from multiple regions."

Das, who looks forward to his next release *Ajati*, says, "The question of whether the future of Indian cinema is pan-Indian is intriguing. I believe that it is not just a possibility but an inevitable outcome. The success of regional films has shown that audiences are hungry for stories that are genuine, diverse, and reflective of India's vast cultural landscape. This trend is forcing even the largest players in the Hindi film industry to rethink their strategies, leading to a blending of regional and mainstream cinema."

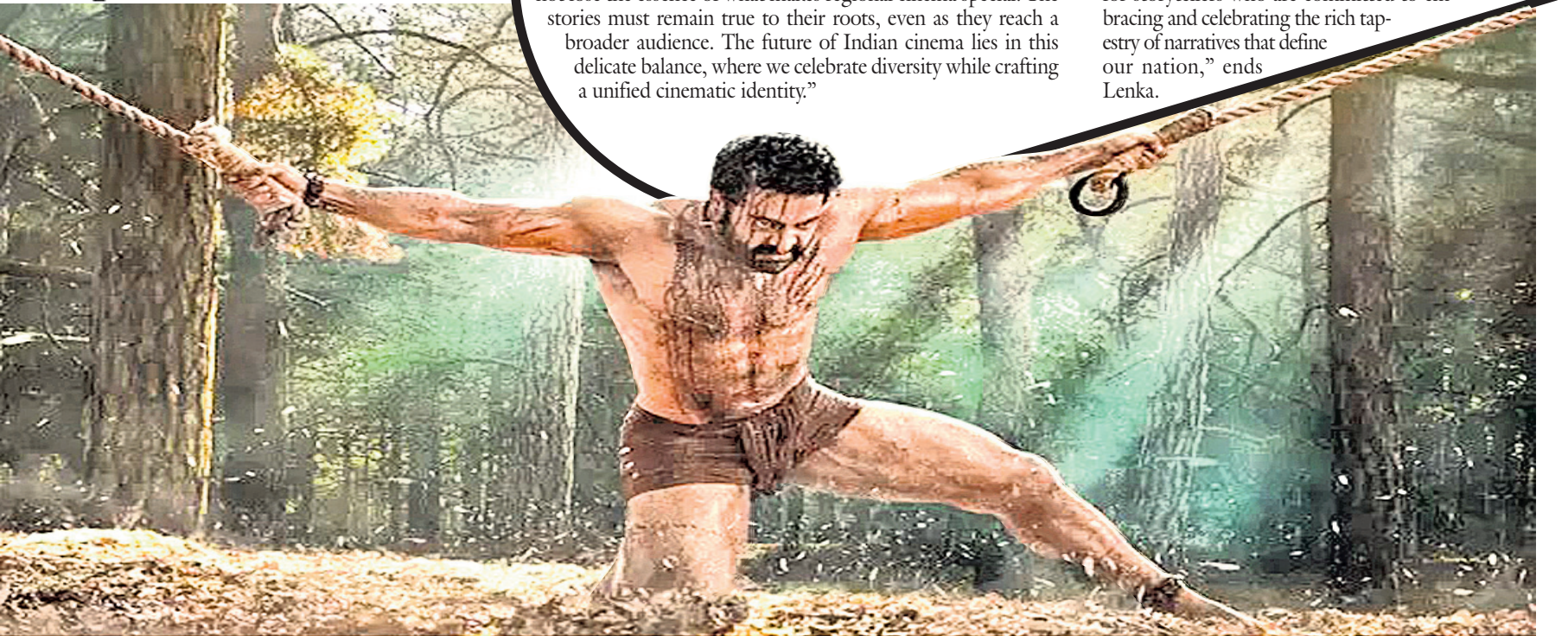
A stern believer in storytelling, Das signed off saying, "However, as we embrace this pan-Indian future, it is crucial that we do not lose the essence of what makes regional cinema special. The stories must remain true to their roots, even as they reach a broader audience. The future of Indian cinema lies in this delicate balance, where we celebrate diversity while crafting a unified cinematic identity."



When asked about how regional films are now panning all over India and were also a prominent highlight in the National Awards, Debi Prasad Lenka, the writer and director of the Odia movie, *DAMaN*, which won in the category Best Odia Film at the 70th National Film Awards, shared, "Indian cinema is witnessing a remarkable shift as regional films transcend their local boundaries to resonate with audiences across the nation. This change is driven by a growing appetite for authentic stories that reflect diverse cultural experiences. Audiences are increasingly drawn to films that offer a fresh perspective, one that regional cinema provides with its deep connection to local traditions and societal issues."

He added, "The recent success of regional films at the National Film Awards underscores this trend. When a regional film like *DAMaN* is recognised as the Best Odia Film at the 70th National Film Awards, it signals a broader acceptance and celebration of India's cultural diversity. Such recognition encourages filmmakers to explore and showcase stories from different parts of the country. The rise of pan-Indian cinema, where films are embraced nationwide regardless of their linguistic origin, is shaping the future of Indian filmmaking. This trend is further accelerated by OTT platforms, which have made regional content accessible to a wider audience. The Pan-Indian approach doesn't dilute regional identity but amplifies it, allowing stories from every corner of the country to be shared on a grand scale."

"As directors, the challenge lies in creating films that are universally relatable yet deeply rooted in their cultural context. The future of Indian cinema is undeniably pan-Indian, and it's an exciting time for storytellers who are committed to embracing and celebrating the rich tapestry of narratives that define our nation," ends Lenka.





Toxic spoils of pyramids

While the pyramid complex led to the creation of an outstanding cultural legacy for humanity, it also marked the onset of significant human-caused metal contamination at Giza, say researchers

OP DESK

The Giza Pyramids are listed as among the seven wonders of Ancient world. No wonder, the site was visited by 14.9 million tourists last year. No matter how many times you visit the Giza Pyramids, the site never loses its magical allure because they are considered the faces of an ancient civilization.

But not many people know that there could be a series of tragic tales behind these colossal edifices.

Yes, ancient Egyptian labourers who built the pyramids in Giza were likely poisoned by exposure to high levels of copper, marking what could be the earliest example of metal contamination, archaeologists say.

The revelations

A new analysis of soil samples from the Giza plateau reveals copper and arsenic contamination dating back over 5,000 years from using metal tools, especially those used to build the pyramid complex.

The study, published in the journal *Geology*, assessed a sediment core drilled at the foot of the pyramids near the ancient Khufu Harbor, close to the Nile River.

Archaeologists suspect this now-disappeared arm of the river made it possible to transport building materials used in constructing the pyramids over 5,000 years ago.

A massive workforce of about 7,000 to 20,000 people, including

sons, metal workers, carpenters, and foremen, worked on-site to complete the pyramid-building project, according to the new study.

Research hints that the copper tools used by labourers were alloyed with arsenic to strengthen the blades, chisels, and drills.

They say the harbour played a key role in transporting materials for the construction of the necropolis, and was also the site of a major copper tool-making industry.

Metal contamination

The findings trace the origins of metal contamination at the site to around 3265

BC, much earlier than initially anticipated.

Metal contamination appears to have peaked 750 years later around 2500 BC when pyramid construction was in late stages, persisting till about 1000 BC.

“We found that significant local contamination occurred during the regnal years of Kings Khufu, Khafre, and Menkaure, consistent with metalworking during the preparation and construction of the edifices,” scientists wrote.

The levels of metal contamination seem to be about five to six times higher than their natural background amounts detected in the environment, researchers say.

The discovery also suggests construction of the pyramid complex in Giza likely began earlier than previously thought, coinciding with a time when Nile levels began to drop.

Even as the Nile River receded and the Khufu Harbor shrank further, metalworking seems to have continued.

Copper contamination remained high even during a period of civil unrest around 2200 BC when the Nile reached its lowest level, hinting that the workforce was resilient.

While copper in limited quantities is essential for human life, exposure to higher levels as discovered at the site may have caused adverse effects on both humans and wildlife such as vomiting, diarrhea, and nausea.

It remains unclear if ancient Egyptians faced these symptoms due to metal contamination or how they coped.

“While the pyramid complex led to the creation of an outstanding cultural legacy for humanity, it also marked the onset of significant human-caused metal contamination at Giza,” researchers concluded.



Samantha goes all praise for Uorfi



(fire and sparkles emojis) #FollowKarloYaar @primevideoin.

Re-sharing Samantha's note on her Instagram Stories, Uorfi Javed said, "@samantharuthprabhuoffl I think I will cry whole night now! Never came across a woman like you (rose emojis)." *Follow Kar Lo Yaar*, a nine-episode series, released August 23 on Prime Video. The reality series provides an unfiltered glimpse into Uorfi's life and her journey through showbiz.

Uorfi attained popularity primarily due to her unique and bold fashion sense.

AGENCIES



Anushka on parenthood

Actress Anushka Sharma, who made a public appearance after a long time at an event in Mumbai, opened up about feeling the pressure of being the perfect parent along with her cricketer husband Virat Kohli.

Talking at the event, Anushka said, "There is also so much pressure to be like this perfect parent. We are not perfect parents, we will complain about things, and it is ok to admit it to them also. So, they know that you are flawed. Imagine kids having to live up to, 'Oh my parents are like this'. So, owning your mistakes makes it easier."

She also emphasised on managing her children's growing up years and teaching them how to be grateful of their privileges. She said, "In my experience, I've realized that my young daughter is not at an age where I can directly teach her much. Instead, it's about how we live our lives. Are we demonstrating gratitude in our daily actions? Are we thankful for what we have, and are we setting a positive example? I believe she picks up on these behaviors, and rather than explicitly teaching her, she learns by observing us," she concluded.

AGENCIES



Bhuvan's take on influencer replacing actors

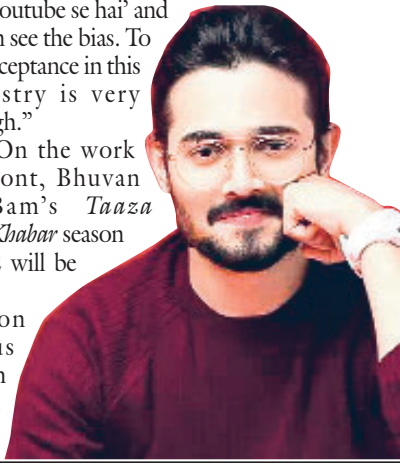
Bhuvan Bam responded to the conversation around influencers taking over acting jobs in Hindi film industry.

Recently, actors Aahana Kumra and Abhishek Banerjee called out how influencers taking over acting jobs have been affecting actors. Since Bhuvan comes from the online world himself, when asked what's his take on the issue? "I totally understand where they are coming from because the so-called 'influencer culture' has taken over. Any producer or OTT platform develops a bias in favour of them. And people are getting cast basis their number of followers. So, jo log bol rahe hain, wo ek hadd tak sahi bol rahe hain kyunki hamara format aur platform alag hai, way of approach towards content alag hai," he responded. Bhuvan added, "I always say that hamare desh mein gadhe aur ghode saath mein daud rahe hain, aur gadhe thode se aage hi hain. And this psyche is true in every industry. Even today, people are introduced as 'ye youtube se hai' and you can see the bias. To find acceptance in this industry is very tough."

On the work front, Bhuvan Bam's *Taaza Khabar* season 2 will be

streaming on Disney Plus Hotstar from September 27.

AGENCIES



OLLYWOOD ROUNDUP

Ashram team meets CM, seeks tax exemption



Bhubaneswar: The makers of the new Odia movie *Ashram* met Chief Minister Mohan Charan Majhi at Lok Seva Bhawan, requesting the tax-free status for the movie.

Actress Maheswata Ray, director Sudhanshu Mohan Sahoo, producer Tapan Dash, and filmmaker Sabyasachi Mohapatra were among the team that met the CM. They also met Deputy CM Pravati Parida and Law Minister Prithviraj Harichandan. The plot

of the movie revolves around an IAS officer played by Mahasweta.

Sharing the details, director Sahoo said, "The movie is about the past life of a retired bureaucrat who leads a lonely life post-retirement."

The film also stars Suryamayee Mohapatra and Abhishek Giri in key roles. Abhijit Majumdar scores the music.

The makers are planning to release the movie on September 13.

Aabha to hit theatres September 13



Bhubaneswar: Odia film *Aabha* will hit theatres across the state September 13, shared the makers recently here at a press meet. The presser was addressed by producer Prabir Mahapatra, actress Sona Mallick, and director Pallab Roy.

The event also marked the audio launch and poster unveiling ceremonies.

Made under the Omm Baba Productions banner, the movie tells the inspirational journey of a differently abled girl. Newcomer

Sona plays the lead in the movie, with Anu Chaudhary playing an important character. The plot follows the lead character's journey, shedding light on the societal challenges faced by people with disabilities.

"The role was very challenging, and I am thankful to the makers for giving me an opportunity to showcase my acting skills, said Sona. *Aabha* will offer a new cinematic experience to the viewers, stated the director.

Aswin's next titled *Devdasi*

Bhubaneswar: Aswin Tripathy's next directorial is titled *Devdasi*. The announcement was made last week, and a poster of the movie was also released on the occasion.

A MoU was signed by the SR Enterprisiers and Six Elements LLC for this project.

This will be the first Odia movie of SR Enterprisiers, which has produced several Hindi films, web series, and music albums.

Rajesh Mohanty, Susmita Jena, and Krupal Singh are the other producers of the movie, while director Tripathy has penned the

story. The shooting will begin soon across the state, while the movie will be made in Odia and Hindi, shared actress Swapna Pati, the director of SR Enterprisiers.



Elevating everyday



In the fast-evolving tech landscape, new innovations are constantly transforming how we handle everyday tasks and improve our quality of life. Notable recent advancements include the Brigii MX20 Mini Vacuum, the Matrix5 device, the Remax 10,000mAh Cassette Power Bank, and Google's re-vamped Indoor Nest cameras, which are now smoothly integrated into the Home app for better user management. These cutting-edge gadgets offer distinct features and enhancements that contribute to a more convenient, efficient, and enjoyable lifestyle. **Sunday POST** delves into these innovative technologies with comprehensive insights.

Accessible keyboard devices

Designer Areum Gu's Matrix5 is a multi-dimensional communication that emphasises the need for accessibility in modern technology. The keyboard-like device, which is an update to Moadream's keypad-based smartphone, caters to the needs of the visually impaired and presents a commendable effort toward inclusivity.

Matrix5 enables multi-dimensional communication through tactile feedback. Beyond serving as a mere keypad, this device presents a range of features that extend the possibilities for its users. These include phone call capabilities, a microphone, a speaker, and volume control. The ergonomic design of the Matrix5 is noteworthy, ensuring a secure and comfortable one-handed grip that mirrors the experience of using conventional smartphones without visual displays. The device's attention to detail is evident in its sleek and textured exterior, which combines practicality with aesthetics.

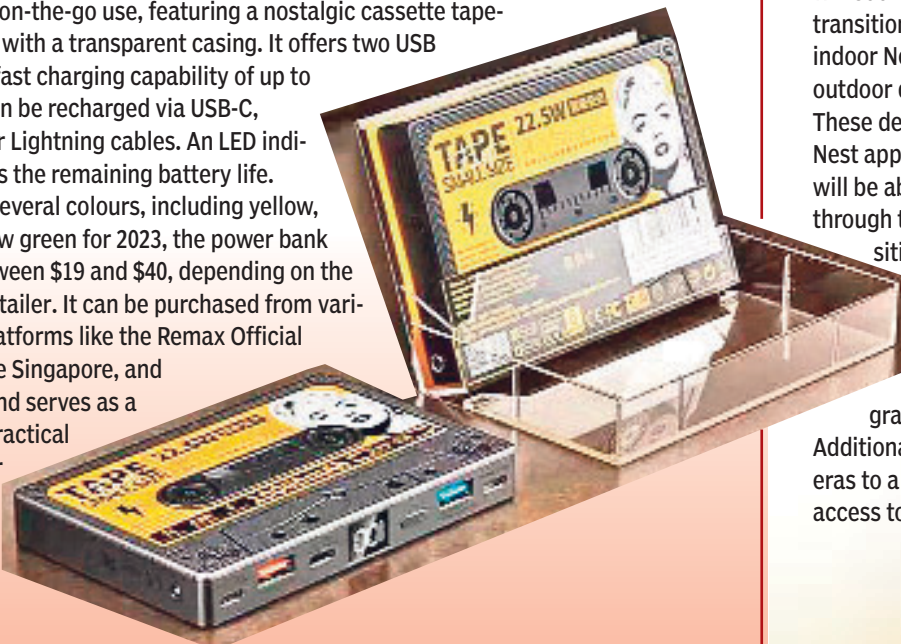


The Brigii MX20 Mini Vacuum

The Brigii MX20 mini vacuum is the smallest vacuum cleaner yet from the household appliance manufacturer, weighing just 0.83 lbs but providing an impressive suction power of up to 9,000 PA. This handheld vacuum is capable of handling everything from dust and crumbs to dirt, especially in crevices that are difficult to reach otherwise—including the gap between the stove and the countertop, in between seats, cup holders, lines in the floor, and spaces in the window. Created with busy moms in mind, this mini vacuum goes where bulky vacuums cannot, and it streamlines the task of cleaning the household. Unlike traditional brushed motor vacuum cleaners, the Brigii MX20 handheld vacuum uses a brushless DC motor to reduce wear and tangling when hair is collected.

Colourful Cassette Power Banks

The Remax 10,000mAh Power Bank is a portable charger designed for on-the-go use, featuring a nostalgic cassette tape-inspired look with a transparent casing. It offers two USB ports with a fast charging capability of up to 22.5W and can be recharged via USB-C, micro-USB, or Lightning cables. An LED indicator displays the remaining battery life. Available in several colours, including yellow, red, and a new green for 2023, the power bank is priced between \$19 and \$40, depending on the model and retailer. It can be purchased from various online platforms like the Remax Official Store, Shopee Singapore, and Aliexpress, and serves as a stylish and practical accessory for smartphones and tablets.



App-Navigating Indoor Safety Cameras

At this year's I/O developer conference, Google announced that users will soon have greater control over transitioning their first-generation indoor Nest cameras and Nest Cam outdoor devices to an online platform. These devices will move from the old Nest app to the new Home app. Users will be able to manage their cameras through the Home app, with the transition rolling out over the next few weeks. Previously, these cameras had a separate app, but this update aims to offer a more integrated experience in one place. Additionally, users can add their cameras to a favourites tab for quicker access to the live feed.



Arpita



WANT TO BECOME A MODEL?
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