

## **Film and Television Institute of India, Pune**

Date: 11th August 2018

### **PRESS RELEASE**

#### **'FLASH MOB' TAKES FTII OPEN DAY VISITORS BY SURPRISE ; HUNDREDS INCLUDING PUNE COLLEGE STUDENTS JOIN AS FTII PREPARES TO RELEASE 'HUM FIT TOH INDIA FIT' MUSIC VIDEO ON INDEPENDENCE DAY TO PROMOTE AWARENESS ON FITNESS.**

Punekars visiting Film & Television Institute of India (FTII) Pune on day 1 of OPEN DAY today were in for a pleasant surprise !!

The institute organized a 'Flash Mob' to generate awareness on the theme of physical fitness and good health.

While the audio track of the fitness music video was composed, mixed and recorded by FTII students, the flash mob consisted of visitors on Open Day, NSS Volunteers, FTII students, staff and faculty.

The Flash Mob will form basis of a music video, which is being produced by FTII in collaboration with the National Service Scheme, Regional Directorate, Pune.

“In response to the fitness challenge by Col. Rajyavardhan Singh Rathore, Minister for Information & Broadcasting and Anupam Kher, FTII Chairman, FTII is producing a music video to mark Independence day, 2018. The video, complete with choreographed dance sequence, lyrics and music on the theme of physical fitness is an in-house production. The video will be released on 15th August on Institute’s social media accounts. This is the first time that FTII is producing a music video for a national cause. ” said Varun Bhardwaj, Registrar, FTII who is spearheading this initiative.

The lyrics of the lively and high-spirited audio track has been written by Sanjay Sen Sagar, a student from FTII’s feature film screenplay writing department. Music has been composed by Anurag, Roheit and Shubham----all students of FTII’s Dept. of Sound Recording and Sound Design. Popular playback singer, Jasraj Joshi has lent his voice to the catchy and inspiring number. Milind Damle, Assistant Professor, ETV Film Production, FTII is directing the video while Dhiraj Meshram, Associate Prof. of Production is supervising the Production team.





