

## **BRIEF PROFILE OF DR. SHRAVAN KUMAR**

### **INTRODUCTION:**

Dr. Shravan Kumar, Ex-Chief Executive Officer, Children's Film Society, India (CFSI), wears many hats. Always eager to walk an extra mile and look beyond the obvious, he explored new vistas, professionally, developing multi-disciplinary expertise, from finance to films and from catering to tax paying citizens then, and now, to children, in the journey of his two-decade career.

After taking over as CEO of CFSI in June 2012, Dr Shravan Kumar put all his efforts towards betterment of CFSI. He translated the motto of CFSI of 'A Child's Right to Entertainment' into reality, by successfully reaching out to children in innovative ways.

Over the years, he has worked towards making CFSI a profit-generating institution by developing a professional and corporate work environment. He pioneered a new scheme of supporting films made by children in collaboration with institutes like Film and Television Institute of India (FTII), Whistling Woods, Satyajit Ray Film and Television Institute (SRFTI), Kolkata, and, L. V. Prasad Film & T.V. Academy. Developing properties of Children's Film Festivals, taking the Indian children's cinema to global shores and bringing the international exposure to Indian children's film-makers are some of the many initiatives that Dr. Shravan Kumar undertook. And it is under his leadership that CFSI has taken significant strides towards revenue generation.

In the year 2017, Dr. Shravan Kumar took CFSI films to MIPCOM, a leading Children's Films Event in Europe. Earlier in 2015-16, for the first time, CFSI had entered Cannes market with their newest films. He tremendously increased participation in film festivals; more than 250 Indian and International festivals in the last 3 years. And he received an encouraging response, with many World sales agents expressing a desire to explore overseas rights of CFSI films. Under his guidance, CFSI for the first time participated in FICCI FRAMES to scout potential scripts for children's films. He also started accepting proposals of co-production in order to optimise cost of production and boost profitability.

Further, films were shown in the form of capsule programs called "District festivals" in collaboration with the District Administrations and also State Governments. Services of Nehru Yuva Kendras, NGOs were engaged to reach out to the remote areas where theatre facilities do not exist.

During his tenure, CFSI also reached out to the children in conflict zones where the kids have little or absolutely no access to Cinema. Holding film festivals in Kashmir, areas affected by insurgencies and violence and the remotest parts of North-east states has become a priority for CFSI. Screenings were also held for children, who cannot reach far off places or in the interiors due to geographical roadblocks, differently abled children and those in difficult circumstances.

### **Key Achievements:**

#### **20TH INTERNATIONAL CHILDREN'S FILM FESTIVAL – GOLDEN ELEPHANT**

The 20<sup>th</sup> Golden Elephant ICFFI was extremely unique curation. For the first time, there were more than 40 International Festival Directors, attended at the event. Many eminent celebrities like Dia Mirza, Sakshi Tanwar and Dr. Madhu Chopra (Priyanka Chopra's mother) etc. were part of the Jury. 20<sup>th</sup> ICFFI received record 1409 Film entries from 100+ countries and screened more than 300 films from 50 counties.

#### **19TH INTERNATIONAL CHILDREN'S FILM FESTIVAL – GOLDEN ELEPHANT**

With the 19<sup>th</sup> Golden Elephant ICFFI, he attempted to move beyond the accomplishments of the previous edition, and truly enhanced its international profile. The 19th ICFFI received a record entry of 1204 films from 80 countries, all sourced directly by CFSI curators, and no outside curators/ agencies were involved. All entries were only accepted online. They also received international entries for the Little Directors section. 187 entries were received under Little Directors - Indian: 161 International: 26 from Countries viz Argentina, UAE, Russia, Taiwan, Belgium, Australia, Slovakia.

The festival also screened specially curreted Non-Competition Sections including Children's World that showcased the most acclaimed films from across the world. A CFSI Mobile App and many innovative digital installations were introduced for the children to learn from, keeping in line with the theme 'Digital India'. Digital Access Cards were introduced replacing the traditional printed delegate cards. He reached out to Embassies directly for film entries and received responses and entries from countries like Mexico, Afghanistan, Switzerland, USA, Egypt, Portugal, Sweden and Canada.

### **18<sup>TH</sup> INTERNATIONAL CHILDREN'S FILM FESTIVAL, INDIA (ICFFI) – GOLDEN ELEPHANT**

As Festival Director of 18<sup>th</sup> ICFFI, held in Hyderabad from 14 to 20<sup>th</sup> November 2013, in collaboration with the Government of Andhra Pradesh, he raised the curatorial level of films at par with best International festivals. He gave a special thrust on the section called Little Directors – giving a platform to films made by the Children.

894 films from 75 countries were selected for the festival. Around 450 children participated in the Festival, and 1, 50,000 viewers had seen the films across the country. He took the festival beyond just films; open forums on various subjects and workshops on “Film-making”, “Script writing”, “Animation” and “Theatre” were organized. He even had films converted into audio described mode for visually challenged children.

### **NATIONAL CHILDREN'S FILM FESTIVAL**

In a bid to expand the market for Children's film and encourage talent in the country, he initiated a National Children's Film Festival. The first edition was organised in 2014 at New Delhi and the next edition was followed in Jaipur in 2016.

2<sup>nd</sup> NCFF2016, which incorporated 'Make in India' as its central theme, screened movies, which showcased India's potential in diverse fields.

### **CEO, CBFC**

Dr. Shravan Kumar served as CEO of Central Board of Film Certification (CBFC), India from July 2014 to May 2015 in addition to regular charge. He was instrumental in managing and diffusing many crisis situations during his tenure at CBFC by giving impetus to modernisation and up gradation of technology, by introducing online submission of films which needed to be censored, and by infusing efficiency & transparency in the system enabling the institution to work in an effective manner.