



KIFF 2024: Celebrating Women's Empowerment Through Cinema

The 7th Kuttikkanam International Film Festival (KIFF) was held on November 14 and 15 at Marian College Kuttikkanam, organized by the Department of Communication and Media Studies and the Medios Talkies Film Society, in collaboration with the Kerala State Chalachitra Academy and the Federation of Film Societies of India (Kerala).

The festival, themed "SHE" (Stories of Her Empowerment) is focused on women-centered cinema. It was inaugurated by Malayalam film star Vincy Alosious. The meeting presided over by Principal Prof. Dr. Ajimon George and felicitated by prominent speakers, including Peermade MLA Shri. Vazhoor Soman. The event included an Open Forum, Master Class, and exhibitions on photography and film production. The Cultural Evening featured performances by Malayalam film industry guests Sharaf U Dheen, Adhri Joe, Joemon Jyothis, Ganga Meera, and Sruthy Suresh.

On November 15, an Open Forum addressed "Challenges and Discrimination Faced by Women in the Workplace". Ratheena PT, director of the Malayalam film Puzhu (2022), was the chief guest. The discussion was moderated by Anson Thomas, with panelists Ajesh Parackal, Simi John, Malavika Ramadevi, and Dr. MA Vijeesh. The festival showcased 10 films from various countries, focusing on women's struggles for survival.

Competitions for short films and documentaries were held, with winners receiving cash prizes and certificates. KIFF has been an important platform for addressing social issues through cinema, with past editions focusing on topics such as environmental protection, censorship, marginalized communities, pandemic recovery, love, and life after war.

The festival was led by Patron Prof. M. Vijayakumar, Festival Director Fr. Sobi Thomas, Artistic Director Anson Thomas, and student coordinators - Aishwarya Lakshmi M.S., Ajin Jiji, and Anjal.

- Earnest Joel Sujimon
Treesa Joseph



Vincy Alosious



Big applause to all the men because behind every successful woman, there is a man who support her journey. At the SHE Film Festival, we celebrate not only the strength of women but also the men who uplift and empower them.



NOVITA

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The Empowering Women Through Cinema: KIFF Shines

7th Kuttikkanam International Film Festival (KIFF), held on November 14 and 15, celebrated women's empowerment through the powerful theme, S.H.E (Stories of Her Empowerment). Inaugurated by Vincy Alosichus, KIFF brought together filmmakers, actors, and industry experts to champion women's voices and perspectives.

KIFF's vision is to create a platform where women's stories are amplified, and their voices are heard. The mission is to empower women through cinema, promoting inclusivity, diversity, and social impact.

Over two days, the festival showcased 15 films from 10 countries, highlighting women's struggles, triumphs, and resilience. Women-led workshops and masterclasses offered valuable insights into filmmaking, while interactive panels discussed gender equality, representation, and social impact.

KIFF's awards ceremony recognised outstanding contributions to women's cinema, with accolades for Best Female Director and Actor. This celebration of women's achievements in filmmaking reinforced the festival's commitment to empowering women.

By amplifying women's stories, KIFF demonstrated the transformative power of cinema. As Vincy Alosichus emphasised during the inauguration, empowering women empowers humanity. KIFF's impactful initiative has inspired a new wave of storytelling, encouraging women to take centre stage in shaping a more inclusive film industry.



ഗോവ ചലച്ചിത്രമേളയിലെ പതിവു സാന്നിധ്യമായി മരിയൻ കോളേജിലെ മായുമ പഠന വിദ്യാർത്ഥികൾ

ഗോവയിൽ നടക്കുന്ന അമ്പത്തഞ്ചാമത് രാജ്യാന്തര ചലച്ചിത്ര മേള (ഐ എഫ് എഫ് ഐ) യിൽ കുട്ടിക്കാനം മരിയൻ കോളേജിലെ മായുമ പഠന വിദ്യാർത്ഥികളും അധ്യാപകരും ഈ വർഷവും പങ്കെടുത്തു. ചലച്ചിത്രങ്ങൾ കണ്ട് ആസ്വദിക്കുക മാത്രമല്ല അവയെ വിമർശനാത്മകമായി വിശകലനം നടത്താനും നിരൂപണം ചെയ്യാനുമുള്ള പരിശീലന കളരി കൂടിയാണ് ഇത്തരം മേളകൾ എന്ന് വിദ്യാർത്ഥികളെ അനുഗമിക്കുന്ന അധ്യാപകരായ ആൻസൻ തോമസും കാർമൽ മരിയ ജോസും പറഞ്ഞു.

മേളയുടെ ഭാഗമായി നടക്കുന്ന ഓപ്പൺ ഫോറത്തിലും മാസ്റ്റർ ക്ലാസുകളിലും വിദ്യാർത്ഥികൾ സജീവമായി പങ്കെടുക്കുന്നുണ്ട്. ഫിലിം ക്ലബ്ബിന്റെ ഭാഗമായി ഇവർ ഗോവയിലും തിരുവനന്തപുരത്തും നടക്കുന്ന അന്തർദേശീയ ചലച്ചിത്രമേളകളിൽ എല്ലാ വർഷവും പങ്കെടുക്കാറുണ്ട്. ലോക സിനിമയിലെ പുതിയ ആഖ്യാന രീതികൾ കണ്ടുപഠിക്കാനും പ്രസിദ്ധ ചലച്ചിത്രകാരന്മാരുമായി സംവദിക്കാനും വീഡിയോ റിപ്പോർട്ടുകൾ തയ്യാറാക്കാനും ഈ ചലച്ചിത്രമേള ഉപകാരപ്പെടുന്നുവെന്ന് വിദ്യാർത്ഥികൾ അഭിപ്രായപ്പെട്ടു. കോളേജിൽ എല്ലാവർഷവും നടത്തിവരുന്ന കുട്ടിക്കാനം രാജ്യാന്തര ചലച്ചിത്രമേളയുടെ സംഘടനത്തിലൂടെ നേടിയെടുത്ത അനുഭവം ഗോവയിലെ മേളയിൽ ക്രിയാത്മക സാന്നിധ്യമാകാൻ സഹായകമാകുന്നുണ്ട്. ഫലാധിഷ്ഠിത വിദ്യാഭ്യാസ പ്രവർത്തനത്തിന്റെ ഭാഗമായാണ് മായുമ വിദ്യാർത്ഥികളെ ചലച്ചിത്രമേളകൾക്ക് വിട്ടയക്കുന്നത്. തിരുവനന്തപുരത്ത് ഡിസംബർ 13 മുതൽ നടക്കുന്ന ഐ എഫ് എഫ് കെ യിലും മരിയനിലെ മായുമ പഠന വിദ്യാർത്ഥികൾ രജിസ്റ്റർ ചെയ്തു കഴിഞ്ഞു.

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Festival Book Release

Festival book of 'KIFF 2024-SHE' was released by Peermade MLA Vazhoor Soman by handing over a copy to Principal Prof Dr Ajimon George



Open Forum on "SHE" Highlights Women's Resilience and Workplace Challenges



The Department of Communication and Media Studies successfully conducted an Open Forum as part of the SHE 2024 theme, focusing on women's empowerment. The event featured a panel of distinguished guests and speakers, including filmmaker Ratheena PT as the chief guest, Anson Thomas as the moderator, and discussants Ajesh Parackal, Simi John, Malavika Ramadevi, and Dr. MA Vijeesh. The primary discussion revolved around the challenges women face in the workplace and the discrimination they often encounter. The forum also highlighted inspiring stories of women overcoming adversity to achieve success in their fields.

Chief Guest Ratheena PT delivered a powerful talk, sharing her personal journey of overcoming life's challenges to establish herself as a successful filmmaker. Speaking candidly about her struggles, she described how she rose above the difficulties that once enslaved her, turning obstacles into stepping stones. Ratheena emphasized that success is achievable when one embraces responsibilities with confidence and clarity of purpose.



Drawing on her own experiences, Ratheena praised the role of mothers as exemplary figures of responsibility. She eloquently highlighted how mothers tirelessly manage their households, waking early and working late into the night, often without recognition. "If a mother can handle all the responsibilities within a family, how can anyone claim that women cannot take on responsibilities elsewhere?" she asked. Her speech inspired the audience to reflect on the immense potential women possess and the determination required to achieve their dreams despite societal challenges.

Simi John provided insights into the global challenges faced by women in the workplace.

She highlighted that, despite 180 million women being employed across various sectors, they often face harassment and discrimination, with many remaining silent due to societal pressure and fear of isolation. Ajesh Parackal emphasized the disparity in leadership roles, noting that while women actively participate and excel in college programs, men disproportionately hold positions of authority, reflecting deep-rooted gender biases and societal inequities.

Dr. MA Vijeesh praised the classic film *Neelakuyil* for its sensitive and artistic portrayal of themes aligned with SHE 2024. He emphasized the importance of promoting gender equality and urged the audience to recognize the

additional effort women must exert to achieve parity with men in various sectors. Malavika Ramadevi supported this notion, noting that women often need to work 20% harder than men to reach the same level of recognition and success.

The forum concluded with a unanimous call to action: the need to stand united against gender discrimination and societal injustices. "If we do not stand with justice, we are, by default, supporting injustice," the panel emphasized. Participants and speakers urged the audience to build a society free from gender biases, where equal opportunities and respect prevail for all. The Open Forum served as a thought-provoking platform to discuss the challenges women face, celebrate their achievements, and envision a future of equality. It left attendees inspired to contribute toward creating a more inclusive and fair society.

■ Britty Joshy
Clint Mathew P M



Ratheena P T Filmmaker

"Responsibility is ingrained in women, beginning with their household roles—managing monthly budgets, caring for children, and keeping everything in order. Men must recognize this strength and entrust them with responsibilities in the professional field as well."





7th KUTTIKANAM INTERNATIONAL FILM FESTIVAL (KIFF)

NOVITA



Reflections on Reel

Participants Share Their KIFF 2024 Experience

For me, KIFF was a festival which I was eagerly waiting for. I attended the 2nd edition of KIFF for the first time, while I was at Marian College. The KIFF was very exciting, with meticulously curated films and exhibitions of photos and film equipment. Overall, the experience at KIFF was nice and I enjoyed a lot. I wish best regards for the next KIFF 2025.

Seena Johnson

Asst Professor, Don Bosco College, Angadikadavu



Usually, I attend film festivals like IFFK and others. This year, I had the opportunity to attend KIFF at Marian College Kuttikkanam. The festival was organized as a grand event and served as a platform to promote and inspire others through cinema.

Subish

Malayalam Television Channel Script Writer and Ad Filmmaker

The KIFF film festival left a profound impression on me. From the impressive infrastructure to the carefully curated selection of thought-provoking films, every detail of the festival was meticulously planned and flawlessly executed. The studio and dark rooms provided an immersive cinematic experience, enhancing the impact of the films. The selection of movies, perfectly aligned with the theme SHE, was remarkable. The best short film, "F for Freedom," stood out with its thought-provoking narrative and exceptional cinematography, making it an unforgettable highlight. The Open Forum that followed the screenings was another standout feature, adding depth and engagement to the festival. Personally, I was deeply moved by the entire experience. The memories and lessons from this extraordinary event will stay with me for a long time, and I eagerly await the next edition.

Juno Jose

Asst Professor, St Dominic 's College Kanjirapally



The screening of The Pursuit of Happiness is aimed to inspire the audience, especially students, to reflect on themes of perseverance, resilience, and the pursuit of personal and professional success despite adversity. By showcasing a story of a single father's journey to provide a better future for his son, the movie served as a powerful reminder of the importance of determination and hope in overcoming life's challenges. The event was a well-organized and enriching experience that brought together students and faculty from various departments to celebrate the art of filmmaking while focusing on the deeper messages conveyed through the medium.

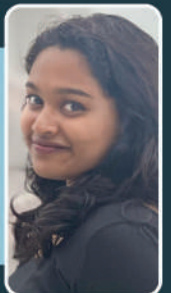
Salbin Mathew

2nd BBA B, Marian College Kuttikkanam Autonomous

After attending KIFF 2024, my new favorite movie is "Rekha," starring Vincy Alosious. It feels underrated, and I believe more people are missing out on gems like this. The theme of women empowerment was beautifully portrayed in every movie showcased at the festival. Overall, it was a fantastic experience and truly worth participating in.

Benita Bridget Bellard

BACE, Marian College Kuttikkanam Autonomous



It was a wonderful programme, and all the cultural performances were truly enjoyable. I had many memorable moments during the event. Thank you!

Abel Babu

Mar Baselios Christian College Kuttikkanam

■ Seethal Reji & Jenil A



CROSSING BORDERS, BUILDING BONDS: My Story at KIFF 2024

Participating in the Kuttikkanam International Film Festival (KIFF) 2024 was an experience I will never forget. This year's theme, "She," focused on women's empowerment and brought together powerful films, promotional reels, and vibrant social media campaigns that created a truly memorable event.

Coming from Telangana, I initially faced challenges with the language, but the support and camaraderie of my seniors and classmates helped me overcome them quickly. Being part of the food and accommodation committee and the technical team, I had the privilege of working behind the scenes to ensure the smooth running of the festival. From welcoming guests from other colleges to managing screenings of films like Mustang, Divorce, and XXY, every moment was a learning experience.

One of the most unforgettable moments was the screening of *The Pursuit of Happyness*. The auditorium was packed, and the audience was deeply moved by the film. Witnessing their reactions made all the hard work feel worthwhile. Another highlight for me was meeting Malayalam actress Vincy Aleshious during the inauguration, a moment that was both exciting and inspiring. The success of the festival was the result of the tireless efforts of my professors, and the incredible teamwork of my peers. Late-night work sessions, though exhausting, were always filled with laughter and energy, making every task enjoyable. The bond we formed as a team was truly special.

Cultural Night was another highlight for me. For the first time, I performed a dance on stage, encouraged by my classmates. It was a thrilling experience that pushed me out of my comfort zone and left me feeling proud and accomplished.

Looking back, KIFF wasn't just an event; it was a transformative experience that taught me the value of teamwork, resilience, and the joy of creating something meaningful. I am already looking forward to next year's festival, eager to learn and grow even more through this incredible journey.

■ Syamala Mahendar



EXHIBITIONS @ KIFF

Film Equipment Exhibition

Renowned cinematographer Toni George from the production company Picturing Minds conducted an engaging exhibition of advanced cinematography equipment in Kuttikkanam. The event showcased a range of tools, including high-end cameras, lenses, mounts, and lighting systems, offering participants a glimpse into modern filmmaking technology. A key highlight was the live demonstration sessions led by Toni George, where attendees explored the creative and technical possibilities of the showcased equipment.

Photography Exhibition

A remarkable photo exhibition featuring 120 striking photographs was held as part of the seventh Kuttikkanam International Film Festival (KIFF) 2024. This exhibition showcased the artistic talents of both students and staff, offering attendees a chance to explore diverse forms of visual storytelling and creative expression. Each photograph was thoughtfully selected, reflecting the unique perspectives of its creator and capturing a wide range of moments, emotions, and scenes across various genres.

■ Ankitha Susan Saju