

Zaroorat Nahi (a Sand Animation Music Video) nominated at FICCI BAF Awards 2018

A sand animation music video painstakingly animated frame by frame by a group of 23 students of MA Visual Effects and Animation by using sand as their medium under the guidance of Dr. Atul Sinha (Course coordinator for the Animation program at AJK MCRC, an animator, puppeteer, sand artist and amateur filmmaker) and Saniuddin Khan (an alumni of MA Visual Effects and Animation, who had previously won First Prize in the Student Category for Best National AD Film titled, “LIVING STAR” (a Sand Animation short film) at the MBICEM First Frame 2015 Seventh International Students Film Festival held at Sri Fort Auditorium and FICCI BAF Awards 2014 nominated for a music video titled “Tom, Dick & Harry, which was a class group project.).

Students had to shoot more than 7500 frames for this animated short film based on Kashmir. Kashmir brings to our minds the image of the snow-capped Himalaya, Zaskar, Afarvat and Karakoram mountain ranges, clear blue skies, lush greenery embellished with the Chinar leaves, the Dal lake and the Shikara, the exquisite cuisines straight from heaven, and the intermingling of people with differing ideologies like colours let loose in water. This picture gets tainted with a tint of red as colonial politics turn Kashmir into a God-forbidden snow-covered piece of land, a battleground for contemporary politics and militancy between the two countries which were once one. In the midst of this dog fight, the people of Kashmir are hounded with no sense of identity or oneness, an ironic dual-citizenship, insurmountable losses of love and relationships, and curfew which has become not a state of emergency, but a state of being.

Hence, the lyrics : “Sab surkh hain, sadke yahan; barf bhi hoti nahi, ab yahan.” News came in on Thursday evening on 1st March that the film has been officially for FICCI BAF Awards 2018 Mumbai for best student film animated short film. Two of our students Ubair Showkat (Animated as well as helped translating the Kashmiri poetry to English and subtitling of the film) and Debanjan Raut (Editor and animator for Zaroorat Nahi) are representing AJK MCRC, Jamia Millia Islamia on 5th March 2018 evening at Grand Hyatt, Santacruz East, Mumbai.

The BAF awards were started in 2004 by the Federation of Indian Chambers of Commerce and Industry (FICCI) to recognise and honour students and professionals in the field of animation. This first-ever animation awards in India have grown over the years to encompass awards not only in animation but also in the VFX and gaming fields.

A team work created using Sand based on Kashmir by the students of MA Visual Effects and Animation, AJK Mass Communication Research Centre, Jamia Millia Islamia University, New Delhi

Check out the teaser







