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'Jalam'-Re-defining the corporate social responsibility concept

The versatile film maker Padmakumar's Oscar short listed movie 'Jalam' is all set for its Charity Screenings and fund raising activities dedicated to homeless people. The movie will be screened at various corporate firms, colleges, schools, clubs and associations, where people can contribute from Rs.1 to 1 million to the needy ones of the society.

"Contribute a brick" is the motto of this noble venture. A penny from a student will not only be going to the contribution but also would mould his character for the betterment of society, with a charity outlook. The commercial establishments can also contribute their CSR fund towards this project.

Producer of Jalam and CEO of Aries group of companies Sohan Roy has declared that the entire profit generated from the film will be utilized for building homes for the homeless and 'Jalam' will be re- screened in big cinema houses ,as a fundraiser. Aries group will render all assistance needed for transferring the funds for the needy directly.

'Jalam' is made in Malayalam, a regional language of southern India. The feature that appeared in a leading daily about a homeless family that took shelter under a road bridge in Kochi (kerala, India) struck a chord in the mind of Padmakumar inspiring him into this venture. Dealing with the struggles of a landless woman and her child in the midst of a busy city; 'Jalam' makes a strong statement about the safety of women in our country, an issue debated often at every level. The movie asks haunting questions to the conscience of every human being.

A CSR movie is a new concept. One of the missions of Project Indywood-a project intended to revolutionize the Indian film industry and to elevate it to global levels in 5 years- is to introduce the concept of CSR movies in the world of cinema to support debutant directors and serious filmmakers for bringing out their CSR initiatives through short films, documentaries a feature films.

A cinema can be a cultural statement of what a nation or state and its people seek to highlight as their dominant concern -'Jalam' is one such movie. 'Jalam' will be shown worldwide and for those who opt to have private charity screening of this movie can contact 9539000570.

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