



## R.V. Institute of Management

### RVIM Centre for Social Responsibility

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<p><b>TITLE OF THE EVENT:</b></p> <p><b>DOCUMENTARY FILM MAKING &amp; Screening 'LAST PUFF' on Quit Smoking</b></p>	<p><b>Category</b> : Awareness and Fieldwork  <b>Date</b> : May 31,2018  <b>Location</b> : Campus and Film Festival  <b>Time</b> : 4.00 pm</p>
<p><b>Partnering Institution/Supported by :</b></p> <p><b>RVIM-CSR</b></p>	
<p>Participation breakup</p>	<p>TOTAL : 55    Students : 30    Staff: 15    Public/Others: 10</p>
<p>Objectives to be achieved</p>	<p>To encourage the students in making of a documentary film on social issues and to submit the art works at Film Festivals</p>
<p>Report Summary</p>	<p>The process in making of a documentary on the social theme to 'STOP SMOKING' had around 4 weeks of intensive design and field work with lot of research on current statistics. The film LAST PUFF 105 Sec. was screened in the campus media centre big screen inviting students, faculty members and public. The film was created by student Mr.Nagabushana Reddy as a part of III Semester MBA class assignment in the subject 'Media and Society'. Faculty Mr. A.Chandran guided the film making and later was submitted to Film Festival held in France. The film portrays a character who switched to smoking during college due to influence of the company of friends. Later as death begins to trap then he realizes his mistake and shares a message to quit smoking.</p>
<p>IMPACT NOTES-The ill effects of smoking is always known by the users. But the resistance to quit is stronger and that mindset keeps smoking a habit. This film visually creates a sense of guilt in every smoker and encourages stopping smoking. For a nonsmoker viewer this film will encourage NEVER TO GO NEAR TOBACCO.</p>	

Continued with Documentary Evidences



**Nagabushana Reddy** hails from the Yeragudi, near Moka in Bellary District. His early education was in Good Shepard School and Jawahar Navodaya Vidyalaya in Bellary and collegiate education in Nandi PU College and Indo American Degree College in Bellary. Presently he is pursuing his Masters in Business Administration at R.V. Institute of Management, Bangalore. Alarming statistics on ill effects of smoking motivated the young film maker to create a documentary film and reach the public domain and thereby contributing his effort to create awareness and help smokers to quit smoking. This film was a part of the class assignment in 'Media and Society' during his III Semester Classes.

## **LAST PUFF** With English Subtitles 105 Seconds

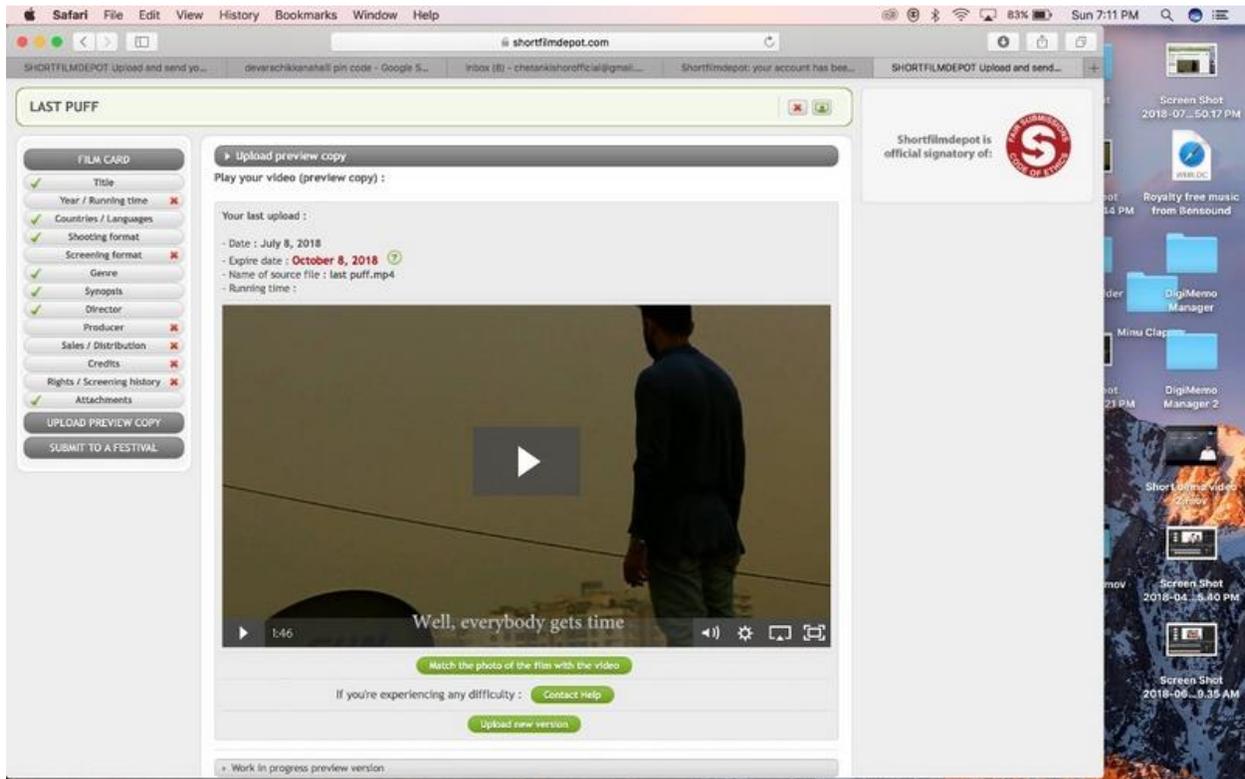
This film shall be nominated for International Short Film Competition.

YOU ARE INVITED FOR THE SCREENING OF THE SHORT FILM 'LAST PUFF'  
**May 31, 2018 at 4.00 pm** in Digital Studio, R.V. Institute of Management,  
Jayanagar, Bengaluru

[www.rvim.edu.in](http://www.rvim.edu.in)

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Documentary Film Poster for Screening in Campus



Submission of Documentary Film to Film Competition in France