

aadhar is a charitable trust committed to revitalising the traditional arts and crafts of India. The mission of **aadhar** is to develop programs and opportunities that support traditional artisans and craftspeople in an effort to sustain their livelihood, thereby contributing to our collective cultural heritage.

Project – The Heritage Film Festival (HFF)

aadhar is proud to share that our project The Heritage Film Festival (HFF) was initiated in 2012, as part of our mission to raise awareness about India's rich artistic heritage.

The Heritage Film Festival (2012)

"Hastakala"

Celebrating Hand-Craft Skills of Traditional Artisans and Craftspeople of India

The Heritage Film Festival (2013)

"Visual Narrative Arts & Handicrafts" of India.

The Heritage Film Festival (2014)

"Arts & Crafts - Fairs & Festivals" of India

The Heritage Film Festival (HFF) and The Heritage Film Archive (HFA) are two complementary projects that are part of the archival and promotional objectives of **aadhar**.

In order to preserve India's finest cultural legacies, **aadhar** initiated The Heritage Film Festival to explore India's glorious heritage through audiovisual media. The Heritage Film Festival is a project by **aadhar** to spread awareness and educate public about India's heritage through films.

The Heritage Film Festival is not just an EVENT...
but a CAUSE with the aim to REVIVE the dying traditional art forms,
it a Movement to embellish & enrich the Rich Heritage of India !

Overall aim of the Heritage Film Festival (HFF) is to encourage film submissions, organise film making projects, review film competitions, and screen films to different audiences.

All the films received for the Heritage Film Festival are added to the Heritage Film Archive.

Project – The Heritage Film Archive (HFA)

The overall aim of the Heritage Film Archive (HFA) is to invite, collect, archive and share films on various aspects and themes of Indian heritage. We plan to compile a resource database of films on different subjects of heritage and make it publicly available.

Both the projects HFF and HFA are complementary and works in unison.

The HFA will collect and compile the resource and the HFF will promote the films.

In the first year (2012) HFF films screened the films at 9 venues in Ahmedabad during the world heritage week (19 to 25 November). In 2013, the theme was of 'Visual Narrative Arts & Handicrafts' of India. The screening of Juried films will happen from 19 – 25 November 2013 at selected venues in Ahmedabad. This year in 2014 the themes for festival are 1) Arts & Crafts of India and 2) Fairs & Festivals of India. Meanwhile the festival was invited to screen selected films at part of various projects. This is how the **Festival Travel** started, details as below:

1. **'India Ki Khoj'** at The Indian Institute of Technology Gandhinagar (IIT-GN) in June 2013
2. **'Garvi-Gurjari National Craft Fair & Summit 2014'**, from 21st to 27th February 2014, Ahmedabad.
3. **Golden jubilee celebration of the Craft Council of India (CCI)** at Chennai in July 2014
4. **Shilp Katha 2014** by Symbiosis Institute of Design (SID), Pune in September 2014.

We further aspire for forge collaborations with various individuals / organisations to take the screening of films to a wider, more diverse audience. In this regard, we wish to take the festival to various parts of India as well as across the globe.