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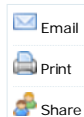
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Mami entices youth brigade, offers 50% discount

Baljeet Parmar / DNA

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Mumbai: In an innovative move to attract and involve youngsters in the process of filmmaking and to access the films being showcased at the ensuing Mumbai Film Festival, two major initiatives - Mumbai Young Critics and Dimensions Mumbai will make their mark this year.



Mumbai Young Critics will have a group of 20 young film critics, who were shortlisted from various media colleges of Mumbai by film critic Rashid Irani and scholar Ashok Rane. The selection was based on their reviews for international language films Lemming and Mishima.

These young critics will now be mentored by noted independent German critic Kothen Schulte over a period of three days from October 26- 28 to finally form the Mumbai Young Critics Jury.

The jury will be given the opportunity to watch and review the movies at the MFF and select the best film which will be entitled to receive the Mumbai Young Critics Jury Award.

Dimensions Mumbai, is all about a short film competition open to young Mumbaiers below the age of 25. The project is the brain child of Mami trustee and actor Jaya Bachchan.

Dimensions Mumbai, is aimed at providing a platform to young students and professionals to showcase their talent.

Short films of five minute duration made on any format depicting an aspect of life in Mumbai, can participate in the competition.

A jury of noted filmmakers have already shortlisted 25 films, which are showcased on popular websites for the viewers to cast a vote for the best short films which are awarded cash prizes of Rs1 lakh and Rs50,000 respectively.

In an effort to attract young blood to the screens, Mami has offered 50% discount to the student entries.

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