



Delhi Metropolitan Education

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#Cinema2020
Cinema 'n Covid-19 impact

DME and Deakin organise CIFFI 2020 - World's First 7-Day Hybrid International Film Festival on December 15 - 21

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Noida: The second edition of Cineaste International Film Festival of India – **CIFFI 2020** is being organised by DME Media School of Delhi Metropolitan Education, Noida, India in association with School of Communications and Creative Arts, Deakin University, Australia, on December 15-21. The seven-day mega event is the world's first Hybrid International Film Festival by educational institutions.

COVID-pandemic has brought in a paradigm shift in film making and film viewing. So, CIFFI 2020 adapted itself to the evident change and decided to have **Cinema 'n Covid-19 impact** as its central theme.

This mega film festival is all set to showcase through live streaming more than hundred films received from all over the world. The entries have come from not less than ten countries and in ten different languages. The festival is also seeing representation from 10 Indian states and institutions across the globe.

These films placed under seven competitive categories – Short films, Fiction films, Documentary, Ad films, Musicals, Animation films and COVID-19 lockdown diaries have been previewed and judged by a 4-member jury.

Besides screening of films, CIFFI 2020 will have more than 30 sessions wherein 70 experts from the world of cinema and film academics will deliberate, discuss and chalk out strategies keeping in mind the impact of COVID-19 pandemic. All these sessions will be live-streamed along with the live streaming of films on another platform.

Dr Ambrish Saxena, Festival Director of CIFFI 2020 and Dean DME Media School, Noida, expressed hope that deliberations on a wide range of cinematic issues among scholars of the world would enrich filmmaking as a discipline.

Dr Vikrant Kishore, Festival Director of CIFFI 2020 and Course Director, Film, Television and Animation, Deakin University, Melbourne, said that the heritage of Bollywood needed to be preserved even beyond the boundaries of India. He added that the curated sessions of the festival would help to broaden the understanding of the participants of this festival.

CIFFI 2020 is supported by 14 partners including Adamas University, Cover Drive Productions, Vigyan Prasar, We Care Film Festival, Delhi International Film Festival, Kidz Cinema 2020, CMS Vatavaran, Indian Documentary Producers' Association (IDPA), Indian Academy of Shorts (IAS), and New Delhi Film Foundation (NDFF). The Pioneer and The Policy Times are the media partners.

Important Links

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