



Behind the scenes

Apoorva Bakshi, The Woman Producing Cinema That Matters

Shambhavi Sharma, X C &
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Apoorva Bakshi is an international EMMY-winning producer, most notably known for Delhi Crime and many other award-winning productions. As the co-founder and managing partner

of Golden Karavan, Awedacious Originals, and Project FUEL, she has carved her niche as one of the youngest producers in South Asia. Beyond these achievements, Bakshi is also a trained Bharatanatyam dancer and a professional sharpshooter. GT reporters catch up with her in an exclusive interview.

Early influences

I grew up in an army family, so we moved from one city to another constantly. My travels instilled in me a

unique ability to connect with people. When I went to Mudra Institute of Communications for my masters, I was always at the forefront of organising the fests. It was then that I realised how much I enjoyed the world of entertainment. During campus placements, I received an offer from Sony Pictures Networks Asia, which then led me to AXN and Animax. As a young assistant manager in marketing, I put together an innovative idea to organise a magic show in Hong Kong for film distributors, which proved to be a game-changer for me.

Finding her voice

When I was exploring independent cinema, I encountered a documentary named Placebo by Abhay Deol. The profound nature of the film compelled me to connect with him and this marked my entry into the film world. When Richie Mehta's Delhi Crime came to me, it became my first venture into production. My association with filmmakers like Guneet Monga and Anurag Kashyap has also helped my career path. I have since acquired and distributed more than fifty award-winning independent films.

The right story

I'm very focused about what I do as a producer. All the stories I back must



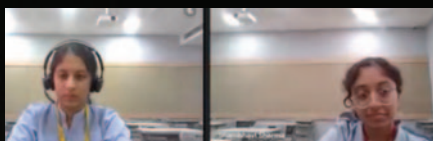
really stop you in your tracks and make you think and feel emotionally. Whether it's Delhi Crime or The Hunt for Veerappan, the common thread is that they make you feel something. I also collaborate with kind-hearted filmmakers who align with my ethical values. One of my projects, Women Of My Billion, tells the story of a woman who walks from Kanyakumari to Kashmir to raise awareness about violence against women. Challenging gender stereotypes from a young age is crucial. As a mom myself, and a responsible filmmaker, I know that fostering equality between sons and daughters is a conversation that needs to start early.

Message for Amitians

Pursuing passion requires relentless dedication but it's important to adapt when things don't go as planned. Operating from a place of fear is counter-productive; embrace the thrill of putting authentic work out into the world. Stay true to your originality as authenticity is palpable and be fearless in overcoming obstacles.



Apoorva Bakshi



GT reporters

Stepping into the future

Understanding The Mysteries Behind Immersive Media

ASCO, AUM

To facilitate a better understanding of Immersive Media, Amity School of Communication, Amity University Mumbai organised a webinar on the topic 'Introduction of Immersive Media' on February 27, 2024. The webinar, featuring Dr Jayesh Pillai, associate professor, IIT Bombay as the guest speaker, was a great success under the guidance of the chief patron of the webinar, Dr Aseem Chauhan, Chancellor, Amity University, Mumbai; Dr AW Santosh Kumar, vice chancellor,

Amity University Mumbai; and Dr Nima J John, officiating head of the institution. Dr Pillai commenced the session by introducing AR/VR media, tracing its evolution from prehistoric cave paintings to modern innovations. He highlighted rudimentary VR instruments and the first flight simulator, emphasising the progression towards newer inventions like the CAVE (Cave Automatic Virtual Environment) which used multiple projectors flashed across a room to create a virtual environment along with eye-tracking technology. He also discussed the current state of AR/VR technol-

ogy, citing real-world applications in architecture and beyond. On a concluding note, he talked about his various experimental learnings like the study of eye tracking data, remote access, and communication. He discussed the various applications of his work which involved usage in entertainment, visualisation, training, teleoperation, and therapy.

The session ended with a Q&A session where Dr Pillai answered the queries put up by the students. All the attendees appreciated the efforts initiated by ASCO to raise awareness towards immersive media.



HISTORY

Evolution of VR

1849 - David Brewster - The Lenticular Stereoscope



Dr Jayesh Pillai talks about VR