

About Mithiwood -

Mithiwood Film Festival is the annual International Inter-collegiate Film Festival of SVKM's Mithibai College. Organized by the students of Mithibai College, this annual festival is an advantageous platform for budding talents to reveal their directorial prowess, artistic and composition skills, and to get a push towards doing what they love, i.e., films. Mithiwood has grown exponentially in just the two years it has been organized with a reach in 88+ countries and 29 states of India, a viewership of more than 2 lakh, collaboration with 35+ celebrities, and more than 1500 entries for its events, making it the largest Film Festival in India and the fastest growing Film Festival in the world organized by students.

Mithiwood was launched in 2019 with great vigour and zeal and with the unflinching support of the teachers and faculty of Mithibai College. The basic idea of organizing a Film Festival was to provide a common ground for all film enthusiasts to gather, contribute, engage, and learn to take the appreciation for films a notch higher. The festival is a celebration of the art of not only filmmaking but also the acting, intelligence, and talent of students, by the students, and for the students. It aims to bridge the gap between the professionals of the film industry and the aspirants of the film industry, thereby allowing them to understand the struggles and advantages of the film industry. Although the first year of Mithiwood was offline, the COVID-19 pandemic rendered it impossible to hold the second year offline. However, the students of Mithibai rose to the challenge and organized the entire festival online and obtained a massive level of participation and viewership, thereby making the festival a huge success. With a groundbreaking vision and a diverse array of exciting and mind-stimulating events, workshops, and celebrity talk shows, Mithiwood brought about an innovative outlook on the whole concept of a Film Festival.

Mithiwood'21 saw an unexpected growth in the festival as a whole with a USA based Title sponsor and more overwhelming sponsorships than expected. It even obtained media presence in several well-known newspapers like DailyHunt, FreePress Journal, Picuki, etc.

History of Mithiwood -

Mithiwood Film Festival is a considerably new venture but it has succeeded in growing incomparably since its inception. Launched in 2019 with great vigour and zeal, with the unflinching support of the teachers and faculty members at Mithibai College, Mithiwood has already begun paving a way to greatness in the two years it has been organized and has already started widening its wings at the start of a new decade. The idea behind organizing specifically a Film Festival was to bring a common ground for all film enthusiasts to gather in healthy competition and put their knowledge to the test. It is a celebration of the art of not just film-making but also acting and the intelligence of the students, of the students, for the students and by the students. The festival offers incredible opportunities to work at the level of celebrated film directors and offers an incomparable experience to the participants and viewers alike.

Mithiwood'20 took place on the 17th of January 2020 and was a one-day festival held on the premises of Mithibai College. The Chairperson of Mithiwood'20 was Anurag Mali and under his vision, Mithiwood started out with a bang. With 8 events taking place successfully in a single day as well as getting renowned people for workshops and as judges, Mithiwood'20 started out by making its mark on the roster of college festivals.

Mithiwood'21 was held on the 30th and 31st of January 2021. Due to the pandemic, the festival was held entirely online. The Chairperson was Gaurav Lodha and the Deputy Chairperson was Himanshu Mallawat. Under their guidance and experience, the festival progressed at an unprecedented rate with entries from 88+ countries and a massive viewership. There were 9 events taking place across the two days along with a plethora of talented actors and celebrities coming for talk shows, promotions, and as judges for the events. The theme for Mithiwood'21 was '*Digital Red Carpet*'. Due to the COVID-19 induced lockdown, having an offline festival was out of the question but the team at Mithiwood managed to bring together the magic and thrill of the red carpet onto their festival. Red carpets conjure up glitz and glamour, and what's more glamorous and magical than a plethora of choicest films made by students and viewed by over 2 lakh people. They honour unexplored artistry and a common man's love for cinema and the ambience, talk shows, and events of Mithiwood'21 brought that out in abundance. Be it the amazing response to the events or the immensely talented actors and directors interviewed through the talk shows, the passion and dedication of cinema and the red carpet were portrayed brilliantly through the festival.

Celebrities, Promotions, Talk shows

As a part of the online reach, Mithiwood has organized several talk shows and interviews with various celebrity artists, actors, upcoming talents, directors, and singers. The lineup included Rajpal Yadav, Aparshakti Khurana, Adah Sharma, Saanand Verma, Prateik Babbar, Anisa Butt (of Disney's 'Ishaan' fame before taking a leap in Hollywood and securing a name in that industry), Flora Saini, Satramm Ramani, Tanushree Dutta, Rohan Shankar, Anjana Sukhani, Amar Upadhyay, Navika Kotia, Vishal Aditya Singh, Iqbal Khan, Megha Dhade, Namit Shah (of 'The Suite Life of Karan and Kabir' fame), Gulki Joshi, Bhavna Pani, Amit Mistry, Madhurima Tuli, Roshan Singh Sodhi (of the 'Taarak Mehta ka Oolta Chashma' fame), Ayush Mehra (of the 'Filtercopy' fame), Prit Kamani, Rohan Khurana (of the 'Filtercopy' and Dice Media's 'Adulting' fame), Sarvpreet Singh, Sanjay Chhel, Kabir Sajid Shaikh (of the 'Secret Superstar' fame), Raj Premi, Jasbir Bhati, Sachin Parikh, Vikas Grover, Sonal Bhojwani, Sudeep Swaroop, Nilesh Divekar, Rajesh Bhati, Kunal Pandit, Karan Singh Chabra, Darshan Jariwalla, Mudasir Bhat, Meenal Jain, Rakshit Wahi, Kajal Pisha.

Mithiwood has also hosted several movie and song promotions as well as a Round Table Conference. Mithiwood'20 presented the launch of the web series 'Sacred Games'. Mithiwood'21 saw the movie promotion of the Pankaj Tripathi starrer 'Kaagaz', a promotion by Adah Sharma of her song 'Drunk n High', and the promotion of the web series 'Life of Five' by its cast members like Devish Ahuja, Sakshi Mhadolkar, Namit Shah, Ayush Narag, and Khushi Dubey. They also hosted a Round Table Conference on the 31st of January 2021 comprising SVKM alumni Nidhi Bhanushali, Bhavna Pani, and Meenal Jain. This venture was met with immense appreciation by the viewers.

Mithiwood'22 started out with a tremendous viewership of 80 thousand+. They have so far promoted the Kriti Sanon starrer 'Mimi', the Aparshakti Khurana starrer 'Helmet' and have also held the promotion of the song 'Hai Tu' by Sarvpreet Singh from the Vikrant Massey starrer '14 Phere' and have several other promotions on the way.

All the celebrities had pleasant experiences with Mithiwood as was evident by their quotes at the end of their visit. Aparshakti Khurana said "You guys have made a Film Festival where people can connect, discuss films, and talk about cinema. Kudos to the entire team and a big hug to all of you. Bhagwan aap sabko Aparshakti de!" Saanand Verma quoted "Mithiwood Film Festival has taught us that our life is like a movie and we are the hero/heroine of that movie. All we need to do is identify that hero/heroine within ourselves and worship him/her." Bhavna Pani said "My heartfelt support is with the students of Mithibai College and to Mithiwood Film Festival. I wish you all the best." Darshan Jariwalla said "Mithiwood Film Festival is the best idea. Actors and audiences can warm up and connect with beautiful human conditions around the world by watching films. Acting is a process that can also be helped by watching other good actors at work. Showcasing good films is one of the good things you all are doing. I wish all the very best to Mithiwood."

Events -

Mithiwood'20

The inception of Mithiwood was in 2019 and the actual festival was just a one day festival on 17th January 2020 on the campus of Mithibai College. Eight events were hosted of varying areas of films, acting, scriptwriting, and direction. The events were - Are You A Buff (film quiz), Wanna Be A Director? (recreating Bollywood movies), Mime, Improvisation (on-spot acting), Script Writing and Caricature, Dialogue Writing, Confinement Stories, and Short Film Making. Judging these events were eminent actors and directors like Aditya Kriplani, Abhishek Tiwari, Pinki Tripathi, Monica Sehgal, Shyam Renganathan, Rohit Varghese, etc.

Mithiwood'21

In 2021, the festival was held on 30th and 31st January and had 9 events in a total of varying degrees. They were Short Film Making (Student and Professional), Ad Making, Ab Ye Karke Dikhao (mimicry), Are You A Buff (film quiz), Switch The Conspiracy (playwright event), Out Of The Lines (alternative plot event), Shabdo Ka Safar (dialogue quiz), and Movie Mania. These events were also judged by eminent actors and directors like Sharib Hashmi, Hasnain Hyderabadwala, Malav Rajda, Punit Balan, Uttara Krishnadas, Akanksha Nanda, AR Sarkar, Dhanashree Heblikar, Isha Chawla.

Short Film Making

A 'storyteller' is the one capable of stirring up a million emotions, thoughts, and ideas through their art. Tools of imagery with a runtime of at most an hour half, yet if used powerfully, can leave an impact for a millennium. Compelling frames and an enthralling direction is all that gives way to a desire unyielding. With excellent skills comes great expectations! A good video and sound quality, coupled with strong editing, has the power to slay! Our participants did just that on our Digital Red Carpet. More than 1200 short films were received from 85+ countries, from which 30 entries were selected, which made their way to the judges on our Digital Red Carpet, on MS Teams.

AD Making

1 Ad. 1 Minute. 1 Chance. That's what you have, to leave a mark. Behind that 1 minute, what lies, is your creative mind, your unique content, and your digital skills. Ad making was held on the first day of the Mithiwood Film Festival. Participants were given a chance to choose any product from a sanitizer, water bottle or a wristwatch to make their Advertisement. Our Digital Red Carpet had a screening of these Ads on Zoom. Judgment was based on originality, creativity, typography, iconography, and many more aspects.

Are You A Buff? (film quiz)

Flaunting one's love and passion for movies, competing to prove that you're THE MOVIE BUFF! Something just like this was the aura at our Mithiwood Film Festival's, ARE YOU A BUFF event. Held on our Digital Red Carpet through MS Teams were three fun-packed quiz rounds all about Bollywood.

Switch The Conspiracy (playwright event)

Imagine two polar opposite characters, with their backstories and personalities meeting up at chai ki tapri on one Monday afternoon. What would they chit-chat about? What would follow next? The artistry of the mind was penned down on paper with a bundle of exciting exchanges between familiar characters of the cinema. Multiple off-beat scenarios were provided for these contestants to playwright their way into. Two personalities, ranging from 'Kabir Singh and Babu Rao' to 'Rancho and Sikander', were allotted to each participant as their ammunition for the screenplay. They say that the magic lies in showing, rather than telling; how the story unfolds. We witnessed a clash of wits, swirls of drama, and splashes of humour that erupted with each entry.

Ab Ye Karke Dikhao! (mimicry)

Action! Like hearing that? Or like having the spotlight on you? Do you have it in you to stand under that spotlight and mimic the best, well-known, and most loved actors? Our participants of the event - Ab Yeh Karke Dikhao! held on our Digital Red Carpet, did have the courage and talent to showcase their work to the world. The screening of the pre-recorded mimicry acts of the participants was held on the second day of the Mithiwood Film Festival, wherein the great acting skills and costumes were a treat to the eyes. It was a wonderful event and also an amazing experience for the beautiful young talents.

Out Of The Lines (alternative plot event)

What if you were allowed to mould an entire movie's plotline into something unique, something distinctive? That's precisely what the participants of 'Out of the lines' were presented with on day two of the Mithiwood Film Festival! They had to let their minds run wild with unimagined creativity and develop an epic alternative re-telling of the movies and web series we all cherish.

Shabdo Ka Safar (dialogue quiz)

Digital Red Carpet was rolled on the Zoom Platform for the exciting event on day two. 'Shabdo Ka Safar' was a medium to test the underlying movie buffs of the contestants. Uttara Krishnadas and Dhanashree Heblkar - judges of the competition, tested the inner cinephile of the individuals. The first round was about filling up the incomplete Bollywood dialogues within the given time. The next round was filled with silence as the contenders had to use their imaginative minds to frame a creative dialogue using the provided few words within the time limit. Crafting the dialogue's perfect formation, inserting a specific expression, and making the talk innovative kept the contestants occupied until the time buzzer rang.

Movie Mania

'Movie Mania' was packed with enthusiastic, energetic, and high-spirited Bollywood geeks who were all cheered up. The host greeted everyone with a warm smile and made the Digital Red Carpet alive. The first round came up with the participants' task to crack the complicated codes, which were based on Bollywood actors' and actresses' names. Summoning their spying sense and intellect, contestants started huddling with their minds and started decoding the codes as fast they could. The next round saw the shortlisted contestants witnessing glimpses of 40 movies in 40 seconds and then they had to list as many as they remember.

Mithiwood'22

Mithiwood'22 has started out with a tremendous viewership of 80 thousand+. Have so far promoted the Kriti Sanon starrer 'Mimi', the Aparshakti Khurana starrer 'Helmet' and have also held the promotion of the song 'Hai Tu' by Sarvpreet Singh from the Vikrant Massey starrer '14 Phere' and have several other promotions on the way.

As a part of the online reach, Mithiwood has organized several talk shows and interviews with various celebrity artists, actors, upcoming talents, directors, and singers.

The lineup included Rajpal Yadav, Disney's fame Anisa Butt (taking a leap in Hollywood and securing a name in that industry), Flora Saini, Tanushree Dutta, Gulki Joshi, Rohan Shankar, Satramm Ramani and many more.

Mithiwood is also focusing towards hosting workshops, in the present case, webinars, ranging from Acting, Directing and various other departments related to the Film Industry, in order to provide an illuminating experience to the students.

With the exceptional measures and PR activities, Mithiwood has accomplished a notable reach in an oddly short time. With the efforts towards expressing gratitude towards our teachers to actively expressing love to our friends, Mithiwood aimed towards making days as grateful as possible.

Glorifying the essence of the Film Festival, Mithiwood is making it's very own International Short Film in collaboration with Mithibai Film Society, providing students the opportunity they all deserve.

With the Film Festival approaching on 23rd, 24th and 25th January, 2022, we look forward to hosting many more enlightening events for the teachers, students and our audience.

To know more about Mithiwood'22 visit our website mithiwood.com/about-us/

Contact Details:
Yatharth Jhavar,
Coordinators,
7021476808.