You are cordially invited to an Interactive Session on “Media Literacy” with Mr. Subhash Ghai, Indian Film Director, Producer and Screenwriter.

Date: Friday, 1 May 2015
Time: 2:30 pm
Venue: T3, Global Auditorium, 1st Floor
O.P. Jindal Global University
Sonipat-131001, Haryana, NCR of Delhi
Mr. Subhash Ghai started his career in Hindi cinema as an actor in Taqdeer (1967) and Aradhana (1970). He was the male lead in the 1970s Umang, Sherni, Bharat Ke Shaheed and Gumraah (1973) with Reena Roy and Danny. He turned himself into being a film writer in 1973 and sold his various stories and scripts to leading directors like Prakash Mehra and Dulal Guha in partnership with B Bhalia. His directorial debut was the film, Kalicharan (1975), which was written by him and starred Shatrughan Sinha and Reena Roy and it was a blockbuster instantly.

After directing three films, Vishwanath (1976), Gautam Govinda (1977), Krodhi (1979), he turned film producer with his musical classic Karz in 1980. After directing Vidhata (1982), his first film with Dilip Kumar and Sanjay Dutt, he formed his own company Mukta Arts Pvt. Ltd. Under the Mukta banner he made evergreen musical blockbuster Hero introducing Jackie Shroff, which was followed by many blockbusters in a row including Meri Jung, Karma, Ram Lakhan, Saudagar, Khalnayak, Parades, Taal, Yaadien until 2001. Then came Kishna (2004), Black and White (2007) and Yuvaaraj (2008) and he also produced many blockbusters including Aitraaz, 36 China Town, Apna Sapna Money Money, Joggers Park and Iqbal. He also produced regional films like Nauka Dubi in Bengali, Sheshnai Chogde and Samhita in Marathi and Double Di Trouble in Punjabi.

Like Alfred Hitchcock, he is known to give brief cameos in his directorial ventures. During the 90s, media honoured him with the title of “Showman”. This title was previously bestowed to Raj Kapoor known for his big musical movies and celebrations with magnum events. Both Parades and Taal were released internationally and featured in the top 20 movies in the US box office charts for several weeks. As a producer, he introduced film insurance policy in Bollywood for the first time with his film Taal and was the first person to initiate banks to finance movies. He was the first Indian film producer who took his company into a corporate public company in 2000 as Mukta Arts Ltd and expanded its business from education to exhibition in movies and multi-media. Being a technology-savvy person himself, he promptly promoted new technology in both, production and exhibition sectors both. As a director – producer he launched and many upcoming and new faces in the industry like Madhuri Dixit, Manisha Koirala, Jackie Shroff, Sanjay Dutt in 1980s, Mahima Chowdhary and Aishwarya Rai in 1990s and Kareena Kapoor and Katrina Kaif after 2001 and so on. He has been known as one of the best director in extracting great music from various composers and acting performances as well from each and every actor he has worked with. His past films still yield the huge revenue through television and remakes.

In 2001, he was the only film maker in India who set up an international film school, ‘Whistling Woods International’ in Mumbai. Operational since 2006, WWI has national and international students on campus and boasts of exporting education to many countries including UK and Nigeria and has designed media studies curriculum for CBSE high schools. Hollywood Reporter magazine has named Whistling Woods International, as one of the top ten film schools in the world with 400 students at campus and world-class facilities. It was also certified as a global film institute in India by Skill Tree Knowledge consortium at House of Commons in 2014. His daughter Meghna Ghai Puri is the President of Whistling Woods International and expanding it to various states and countries.

Recipient of many national and international awards, Subhash Ghai has been honoured by the United States senate. He was the former Chairman of the entertainment committee of trade body CII and a member of FICCI, NASSCOM and TIE Global & its alliances. He has been on jury of Emmy Awards for three years and on the international panel on film piracy at Cannes Film Festival in 2008.

In the recent past, United Kingdom and South Africa have sought his expertise to help them set up institutions on their land. Under his able mentorship, the WWI teams have also helped the Hong Kong government to promote tourism in their country. In December 2013, the international confederation of NGOs and United Nations conferred the Karmaveer Chakra upon him for his contribution as an educationist to develop skill and innovative education in India in the field of cinema and entertainment.

Incidentally, the song “Jai Ho” was to be part of his film Yuvaaraj (2008), but Ghai felt it was unsuitable for the character played by Zayed Khan to perform onscreen. Later it was used in Slumdog Millionaire. After winning the Oscar, A. R. Rahman revealed in an interview that it was Mr. Ghai who had asked him to use the words “Jai Ho” in a song.

He directed a short film on communal harmony in 1990 with Ranbir Kapoor, Sonam Kapoor, Tiger Shroff titled ‘PYAR KI GANGA BAHE’, a song composed by Laxmikant Pyarelal on the lyrics of Javed Akhtar. He conceived and directed a magnum audio visual stage show ‘CINEMA CINEMA’ in 1991 celebrating 100 years of World Cinema with 42 Bollywood stars, 200 musicians and 250 dancers on a 180-feet stage at NSCI, Mumbai. His production house is named after his wife Mukta Rehana Ghai. He has two daughters, Meghna and Muskaan and is Chairman of Mukta Arts Ltd and Whistling Woods International.

Today, his evergreen films “Hero” and “Ram Lakhan” are being remade by Salman Khan and Karan Johar with Rohit Shetty as director in association with Mukta Arts Ltd.