



Before settling on the pen name Mark Twain, Samuel Langhorne Clemens signed his writings with the pseudonym 'Josh'.

# Emraan: Doing same roles kills creativity

SHILAJIT MITRA

EMRAAN Hashmi's upcoming film, *Why Cheat India*, delves into the criminal aspects of the Indian education system. The film is directed by Soumik Sen and co-produced by Emraan with T-Series and Ellipsis Entertainment. Newcomer Shreya Dhanwanthary stars as the female lead.

Excerpts from an interview with Emraan:

**In the last 7-8 years, there's been a decided shift from your earlier image to more craftier roles in films like *Shanghai*, *Tigers* and now *Why Cheat India*...**

It has a lot to do with my priorities shifting, also evolving and changing as an actor and maturing as a person. As you go through experiences in your life, it reflects in the creative decisions that you make. That's true to what has happened with me. You can't just do a certain kind of cinema throughout your career. It seems very repetitive gives no creative satisfaction. So there has been a deliberate shift.

**What got you hooked to the subject of *Why Cheat India*?**

As a student of the system, I know how bad and ineffective it has been in my personal life. When I came out of school, I did not know what profession to get into. And that has mostly been the case with my friends and people I've spoken to. The school never gives you a clarity of what your forte might be.

Then there was the whole thing of rote-mugging, the disinterested teachers... Not that there aren't any qualified teachers, but generally, because of the pay in our country, a lot of teachers who get

into this profession are not qualified. Furthermore, I didn't know this other aspect of problems that is plaguing our system, which is the cheating mafia. Middlemen send their own bunch of scholars to colleges and schools to give entrance examinations for those underserving students sitting at home, who then become doctors and engineers.

**How enabling was turning producer in getting this project off the ground?**

It was, for me, a great step in the right direction. There were a couple of films of mine, where I wasn't quite happy. I felt a bit powerless because I was only participating in a film as an actor. As a producer, you get to see a lot more than that and you are a part of an overall decision-making process.

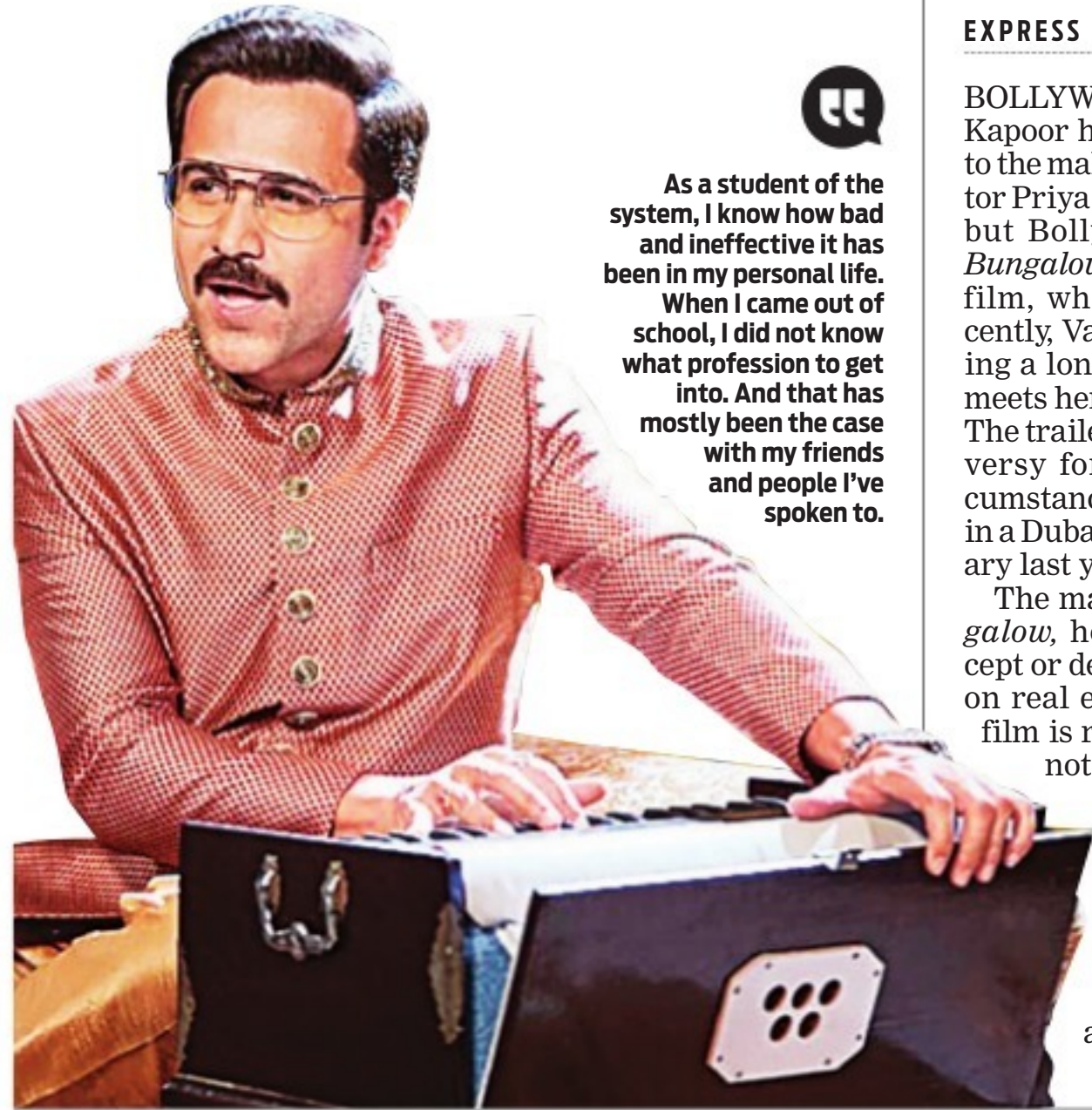


**Tell us something more about your character in the film?**

My character is unapologetic about what he does and has an interesting philosophy of looking at things. He says, 'Listen, I am providing an opportunity to these kids, and even though it is cheating, your system isn't helping them either. The system is pressurising these students, while I am giving them a new avenue and making money.' It's as simple as that.

**You are making your Netflix debut with *Bard of Blood*. Tell us about it?**

*Bard of Blood* is an exciting project. It's shaping up well. We have completed 60-70% of it, the last leg of shooting is left. We will release it sometime in August. Ever since I watched *Breaking Bad*, I have become a big fan of television and web shows.



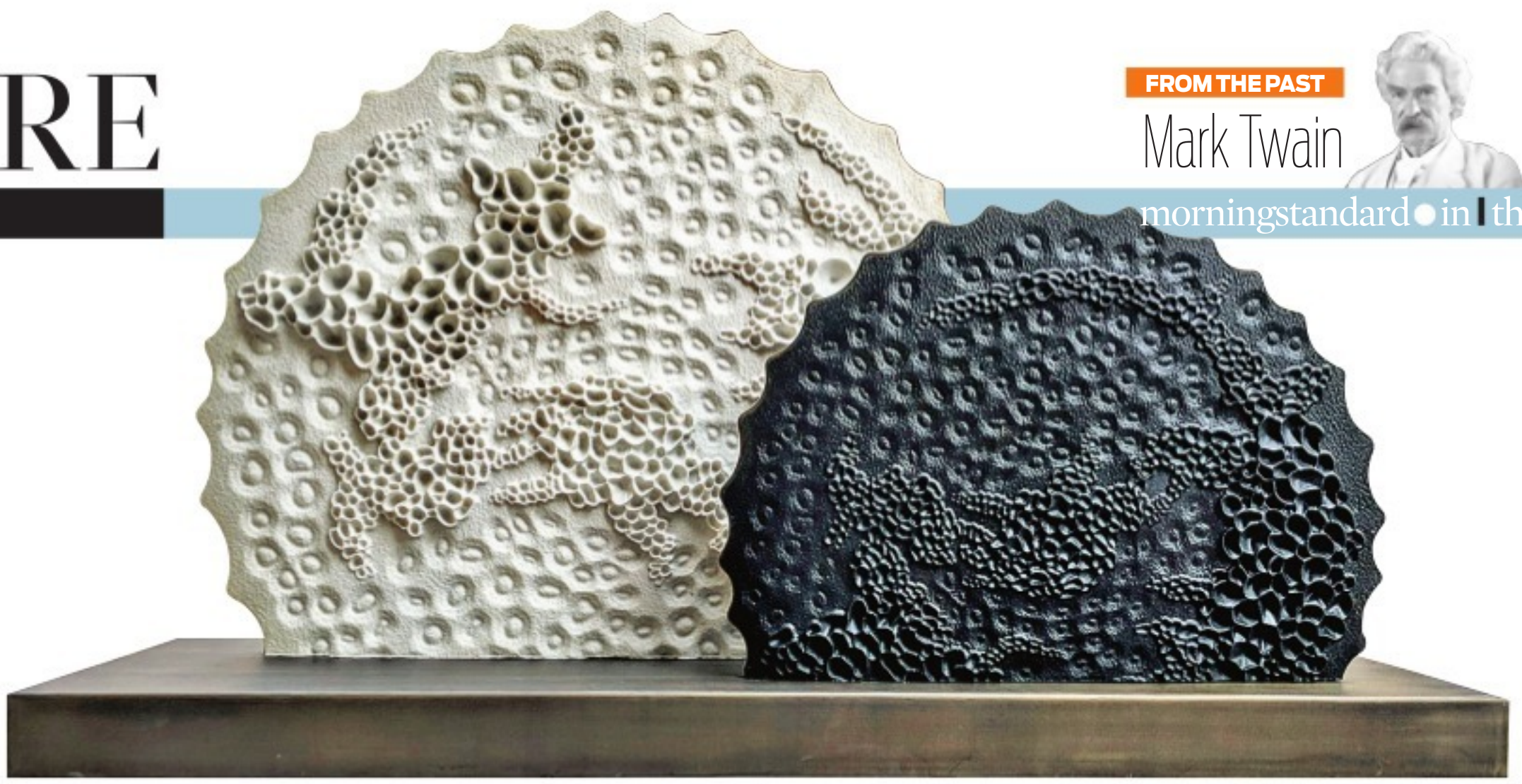
**As a student of the system, I know how bad and ineffective it has been in my personal life. When I came out of school, I did not know what profession to get into. And that has mostly been the case with my friends and people I've spoken to.**

# DOG OWNERS ARE MORE STUPID THAN DOGS!

VASU! Vasuuu! Show Dido's mommy how you can count to ten.' Vasu is not interested in showing off his mathematical prowess. Vasu would much rather sniff Dido's butt. Vasu's mommy looks distressed by this lack of interest but she is not one to give up. 'Oooooone. Twooooo. Threeeee. Come on! Who's a good boy now? Count for Mommy!' Vasu, blissfully unaware of the shame he is subjecting his mother to, is now chasing his own tail and barking at it. Vasu's mother makes a last-ditch attempt to redeem Vasu. 'You know, he can count to 10. My husband thinks we should change his name to Ramanujam.'

butted in and tried to show off. 'Like I was saying, Dido is so musically gifted. When my son plays Chopin's nocturnes, she just has to join in. We're thinking they should have their own YouTube channel: Dido and Dan'. 'Dido and Dodo?' 'Dido and Dan!' Dido's mother snarls, before marching her child to the gates of the park.

Hipster Suki enters with her father. 'How was your weekend? Ours was so serene! We were at a special yoga retreat.' Whispers Suki's father. Vasu's mother rolls her eyes and then says it was a mild seizure. She tries to get Vasu to leave, but he is now growling at his own shadow. 'Look! Suki learned downward dog at the retreat! Get it? Downward DOG?' Vasu's mother wishes a real seizure would take hold of her



# CREATING ART PIECES OUT OF STONES

India has woken up to the concept of installation art as it has no clear definition in terms of space or scale, says Ruchika Grover

RAJKUMARI SHARMA TANKHA

**H**er foray into the field of fine art was quite unexpected. Reason: Whole her life, her father groomed her to be an entrepreneur.

He even took her to his business meetings expecting that she'll join the family business. But Ruchika Grover turned out to be an artist, particularly interested in charcoal sketches and sculptures. "But I was too much of a daddy's girl to disappoint him. While travelling with my father, a stone merchant, to rock formations and quarries, I never realized that I was actually gaining an understanding of materiality and craftsmanship," she says.

After completing her Masters in Entrepreneurship from England, she wanted to do an MBA from Harvard but a few years of work experience was a prerequisite for that. That's when she started an ex-

perimental lab to create things in stone. Soon, her sister Shruti too joined her endeavour and together they carved sculptures, created murals and established themselves. Unfortunately, her father, a thorough businessman that he was, wasn't much happy with Ruchika customizing her designs. He wanted to run a manufacturing unit not a design studio.

"That's when I launched my first collection of surfaces. The year was 2012 and there has been no looking back ever since. By the third

collection (in 2015), I was going all out, spending eight to ten months designing a whole collection and using that as a basis for customized work on other projects. Every pattern in the collection could be scaled differently and interpreted as a lattice, a mural, or a sculpture," she informs.

Her work earned national and international acclaim: Elle Deco International Design Award (2015), and a spot on the shortlist of Surface Design Awards, London (2016).

"India too has woken up to the concept of installation art as installation art has no clear definition in terms of space or scale, which makes it interpretable to anything in any manner," she says.

Ruchika makes her art works on digitally manufactured stone surfaces. She begins



*Even trained artists create exceptional work only when they unlearn everything they were taught and find their own voice.*

# Notice to makers of *Sridevi Bungalow*

EXPRESS FEATURES

**BOLLYWOOD** producer Boney Kapoor has sent a legal notice to the makers of Malayalam actor Priya Prakash Varrier's debut Bollywood film, *Sridevi Bungalow*. In the trailer of the film, which was released recently, Varrier is seen portraying a lonely female actor who meets her demise in a bathtub. The trailer has sparked controversy for mirroring the circumstances of Sridevi's death in a Dubai hotel room in February last year.

The makers of *Sridevi Bungalow*, however, refuse to accept or deny if the life is based on real events. "Whether the film is related to Sridevi ji or not is up to the audience to decide," Varrier said at the trailer launch of the film, adding, "Yes, I am playing a character named Sridevi in the film, who is an actress."



**We received a legal notice from Boney Kapoor two weeks back. He asked us to not use Sridevi's name anywhere in the film. Our reply to him was that Sridevi is a common name across India.**

Prasanth Mambully

*Sridevi Bungalow* is directed by Prasanth Mambully. The film is produced by MN Pimple, Chandrasekhar SK and Roman Gilbert of Aarat Entertainment and co-produced by Rajan Gupta and Manish Nair.

Accepting that they have indeed got the legal notice sent by Boney Kapoor, Director Prasanth Mambully said, "We re-

ceived a legal notice from Boney Kapoor two weeks back. He asked us to not use Sridevi's name anywhere in the film. Our reply to him was that Sridevi is a common name across India and that's why we have used it. There has been no further communication. I will face whatever controversy that comes my way regarding this."

NEW MOBILE APP

# Your pocket guide to holistic health

EXPRESS FEATURES

**BAD** eating habits, stress at the work place, lack of sleep and nutritional deficiencies are the root cause of diseases such as diabetes, heart problems and hypertension. In fact, these diseases are considered to be the highest cause of deaths in India.

Keeping all this in mind, Healthpreneur and wellness expert Sunjay Ghai has come up with multi-feature mobile application, Revofit, which promises to be a one-stop shop for keeping you healthy and fit.

Revofit is an ultimate destination for preventive health and fitness.

A pocket guide with multiple avenues of engagement, the app provides customized support across five categories viz plan, move, eat, shop and chat. Not only can you enjoy its many novel features, but you can also connect with competent professionals for real-time tips and advice. Plan Right begins with an advisory service driven by a team of nutritionists, who, using AI create unique eating plans designed specifically for users at a very individual level. This is tracked within the app to ensure

that the user is following the recommendations.

Move Right section is based on a trainer, who is shot on HD video. It uses a complex algorithm to create unique workouts, which keeps evolving according to user inputs and progress, just like a human personal trainer. For the walking enthusiasts, a walk/run feature uses a voice coach to motivate and guide users through walks and runs.

Eat Right is content driven, it primarily has recipes by master chefs like Vicky Ratnani, who dispel the myth that eating healthy is boring and bland.

Revofit also has a shopping section of curated brands based on nutrition and vitamins, aimed at offering the best products at the best prices. "Revofit offers a completely dynamic experience that adapts to each individual according to data collected via user interactions; workouts, diets, and preferences are curated according to their inputs, and they progress accordingly. This algorithm sets us apart from other fitness apps," said Sunjay Ghai, CEO, Revofit.



Plan Right begins with an advisory service by a team.

Move Right is based on a trainer who is shot on HD video.

Eat Right is content driven and contains recipes.

