



গড়গাঁও মহাবিদ্যালয়
GARGAON COLLEGE

CULTURAL RALLY REPORT

Department of Commerce
Session: 2023-24

OVERVIEW

The Department of Commerce, Gargaon College has participated in the college week, cultural rally competition with the theme 'Assamese Films from the beginning to the Present.' The students tried to showcase the journey of Assamese film industry from the beginning to present. Assamese cinema, often referred to as Jollywood, has a rich history dating back to the early 20th century. It has evolved over the years, reflecting the cultural, social, and political changes in Assam. The first Assamese film, "Joymati," was released in 1935, directed by Jyoti Prasad Agarwala, who is considered the father of Assamese cinema. It marked the beginning of a new era in Assamese cultural history. Films like "Pratidhwani" (1964) and "Loti Ghoti" (1966) gained critical acclaim and commercial success. Directors like Bhabendra Nath Saikia and Dr. Bhupen Hazarika had made significant contributions to Assamese cinema. The 1990s saw a revival of Assamese cinema with the emergence of new talent and fresh storytelling. Films like "Halodhia Choraye Baodhan Khai" (1990) and "Firingoti" (1992) received international recognition and brought Assamese cinema back into the limelight. Recently, Films like "Village Rockstars" (2017), directed by Rima Das, received widespread acclaim and won several awards, including the National Film Award for Best Feature Film.

Despite its rich heritage, Assamese cinema faces challenges such as limited budgets, lack of infrastructure, and competition from mainstream Indian cinema. However, with the rise of digital platforms and increasing recognition at international film festivals, the future looks promising for Assamese cinema. Assamese cinema has a unique identity and a rich legacy that continues to evolve with the times. It serves as a reflection of Assamese culture and heritage, showcasing the talent and creativity of filmmakers from the region.

LIST OF PARTICIPANTS

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