

Award for Ram Mohan, doyen of Indian animation

Ram Mohan, the doyen of the Indian animation industry, has received a Special Recognition Award from the British High Commission at the Ficci Best Animated Frames (BAF) Awards 2008.

British Deputy High Commissioner Vicki Treadell gave the award late Wednesday evening at a gala ceremony.

'He has played a significant role in the evolution of animation in India. With over a hundred films to his credit, his contributions span a wide spectrum of work across the areas of 2D classical animation, 3D computer graphics animation to cinema and live action,' said Treadell.

Ram Mohan, the doyen of Indian animation, recently completed 50 years of involvement with the industry. He is credited with teaching and training a whole generation of modern animators in India, said a statement from the high commission.

'The Indian animation industry is increasingly becoming the outsourcing capital for many UK producers including the BBC and Channel 4. The Indian and the UK film industries continue to have a mutually beneficial partnership,' Treadell added.

He also highlighted the fact that Britain is gradually becoming Bollywood's second biggest market after India.

Last year, films such as 'Om Shanti Om', 'Namastey London' and 'Partner' grossed 3 million pounds in box-office collections in Britain, according to the Film Distributors Association.

'With an Indo-British co-production agreement initiated in 2006 and a Film London-Film and TV Producers' Guild of India film services agreement initiated in 2007, the opportunities for Indo-British partnerships in the filmed entertainment segment can only multiply,' said Treadell.

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