

THE HINDU Business Line

Business Daily from THE HINDU group of publications
Wednesday, Sep 06, 2006

Stamp on L.V. Prasad released

Our Bureau

Hyderabad , Sept. 5

A commemorative postage stamp of late L.V. Prasad, a noted film personality and founder of the Prasad Group, brought out by the Department of Posts (DoP), was released here today by the Union Minister of State for Communications and IT, Dr Shakeel Ahmad.

Mr Ahmad also presented the first album containing the stamp to the Union Minister of State for Coal, Mr Dasari Narayana Rao. Speaking on the occasion, Mr Ahmad said L.V. Prasad was the only person who acted in the first Hindi (Alam Ara), Telugu (Bhaktha Pahlada) and Tamil (Kalidasa), talkie movies.

Dasari Narayana Rao, who himself is a well-known film producer urged the DoP to bring out commemorative stamps on yesteryear film actress Savithri and noted director-actor, Chittori Nagaiah.

At an impressive function, popular film star Kamal Haasan and producer-director, Mr D.V.S. Raju recalled their association with Prasad. A film on the professional life of Prasad was also screened.

The State Finance Minister, Mr K. Rosaiah, in his address recalled that Prasad was not fond of earning money but invested money in activities that benefited the people. Mr G.N. Rao, Director, LV Prasad Eye Institute, Mr Ch. Ramoji Rao, Chief Editor, Eenadu also recalled some of the unique qualities of L.V. Prasad.

A Dada Saheb Phalke award winner, L.V. Prasad was among the legends of Indian cinema. His vision has led to the setting up of the Prasad Film laboratories, L.V. Prasad Eye Institute, Prasad's Multiplex and IMAX theatre etc. over the past few decades.