



For L V Prasad, cinema was life

By Sushil Rao/TNN

Hyderabad: From junior artiste to producer and director of repute and standing — it was a natural path for L V Prasad who left his footprints in the sands of time in the Indian film industry.

"He was a thorough professional. When I got into the film industry in 1962, he was already an established name by then. People like me were in awe of him because of his reputation," recalls noted producer-director D Rama Naidu.

On a day when a commemorative stamp was released on the late L V Prasad in the city on Tuesday, the film industry was naturally elated. After all, Prasad was no ordinary man as his achievements were extraordinary. The nation had honoured him with the prestigious Dada Saheb Phalke award in 1982 for his contributions to the Indian cinema.

If Hindi movie buffs cannot forget *Ek Dujhe Ke Liye* (1981), the huge hit which made the world love lovers, Telugu moviegoers got a great treat from the movies that he produced and directed.

Prasad was indeed born for films. In fact, the obsession of the young man from Eluru in Andhra Pradesh, took him to Bombay in 1930 to realise the dream of being seen on the silver screen. All he could manage was to get in as an extra in *Alam Ara*, the first talkie produced in India by Ardeshir Irani.

The 'extra' did not sit and sulk because of the treatment he got. There was something in him which told him he was destined for bigger things. He soon found himself cast in a small role in *Bhakta Prahlada*. This also for the first Telugu talkie film.

Akkineni Lakshmi Vara Prasad Rao was by now growing and soon became unstoppable. He got into direction subsequently and introduced a hero who would straddle the Telugu film industry for decades - N T Rama Rao. With *Mana Desam* in 1949, NTR be-



Junior coal minister Dasari Narayana Rao (third from right), junior communications and information technology minister Shakeel Ahmad (extreme right), state finance minister K Rosaiah (second from left) and actor Kamal Haasan (second from right) display the postage stamp released to commemorate renowned film-maker and philanthropist L V Prasad in Hyderabad on Tuesday.

came a name to reckon with in the Telugu film industry. Even a stalwart like Shivaji Ganesan gave the credit to L V Prasad whenever he was showered with praise for his acting skills.

Ramesh Prasad, son of L V Prasad himself has a lot to say about his father. "He would think about cinema and nothing else. He would not even find the time to buy clothes for himself. It was left to my mother to do that," Ramesh Prasad said.

And as a director L V Prasad knew exactly what he wanted from his artistes. He used to act and show his artistes what he was expecting from them. "He would tell them not to copy him but improvise on what he showed them telling them that he was only guiding them. I remember artistes in Mumbai used to touch his feet in reverence whenever he acted and guided them," Ramesh Prasad says.

Some of the evergreen movies in Telugu were directed by L V Prasad. The movie Appu Chesu

Pappu Koodu made in 1958 was a hilarious film which brought him encomiums. And who can forget another comedy *Missamma* directed by Prasad in 1955 with NTR and ANR in the lead. In 1957, Prasad remade the movie in Hindi with the title *Miss Mary*.

While the Dada Saheb Phalke award winner is known for the nearly 50 movies that he acted in, directed or produced in Hindi, Telugu, Tamil and Kannada, L V Prasad also is respected and loved for another thing - for facilitating the setting up of the L V Prasad Eye Institute in Hyderabad. The Institute has now branched off to Bhubaneswar.

A statue of L V Prasad at Jubilee Hills checkpoint in the city, put up after he passed away in 1994 is not the only reminder of the celebrated film personality. The Prasad group, which was founded by L V Prasad, has a studio, a production company and a laboratory. The Prasad Media Corporation has also brought to the city the Imax experience.

Stamp in honour of Prasad released

Hyderabad: A commemorative stamp on the late L V Prasad was released by Union minister of state for communications Shakeel Ahmad here on Tuesday.

The stamp, brought out by the department of posts, on the occasion of the Prasads group completing 50 years. Shakeel Ahmad said that it was because of him that films like *Ek Dujhe Ke Liye*, *Milan* and actors like Kamal Haasan were gifted to Hindi cinema, he said. L V Prasad's son Ramesh Prasad, speaking on the occasion, said, "I am proud to be associated with the Prasads group. The only regret that remains is that I could not realise my father's dream to see me as an actor."

Union minister of state for coal Dasari Narayana Rao, actor Kamal Haasan and Ramoji Group chairman Ramoji Rao attended the function.

Some of L V Prasad's movies

As an actor

Alam Ara (Hindi)
Bhakta Prahlada - First Telugu Talkie
Kalidas - First Tamil Talkie
Gharana Donga - Telug
Drohi - Telug
Palnati Yuddam - Telugu
Raja Parvai - Tamil

As a director

Gruha Pravesam - Telugu
Shavukar - Telugu
Nama Desam - Telug
Kalyanam Panni Paar - Tamil
Pelli Chesu Choodu - Telugu
Manohara - Telugu, Tamil, Hindi
Iruvar Ullam - Tamil
Sharada - Hindi
Choti Bahen - Hindi

Daadi Maa - Hindi

Jeene Ki Raah - Hindi
Shaadi Ke Baad - Hindi
Bidai - Hindi
Jay Vijay - Hindi
Paradesi - Telugu

As producer

Sharada - Hind
Choti Bahen - Hindi
Illavelpu - Telugu
Sasural - Hindi
Ram Rahi - Hindi
Milan - Hindi
Raja Aur Runk - Hindi
Idaya Kamalam - Tamil
Ek Dujhe Ke Liye - Hindi
Mera Ghar Mere Bachche - Hindi
Swaati - Hindi