



LV Prasad stamp released today

5th Sept 2006

The Department of Posts, Government of India, released a commemorative postage stamp in the memory of LV Prasad on 5th Sept, 2006 in Hyderabad. The postage stamp was released by Hon'ble Union Minister of State for Communications and IT, Dr, Shakeel Ahmed. Union minister of state for Coal Dr.Dasari Narayana Rao, Minister of finance Dr. Rosayya, Chairman of Eenadu group Ramoji Rao, Chairman of LV Prasad eye institute Dr Gullapalli Nageswara Rao, Padmasri Kamalhasan, Chief Postmaster general Renuka Menon, DVS Raju, Kailash Prasad and others presided over this event. Also, a book was released on LV Prasad.



Talking about the release of postal stamp, Ramesh Prasad (son of LV Prasad) said, "I am very happy about it. Incidentally this marks the 50 years of Prasad productions banner. My father breathed only movies. He always desired to see me as an actor. I even played child artist in a film titled Samsaram".

The event was to be presided over by Chief Minister YS Rajasekhara Reddy. However he could not attend and Rosayya explained, "He was planning to come but something came up and he had to convene a special meeting with the prime minister of India. I am representing him here. I am happy that I could be a part of this event. LV Prasad is an icon and such personalities are rare in life. He helped so many to come up in life. Nation's most reputed Prasad Labs is in our state because of him. Above all is the most reputed eye institute - LV Prasad's".

Shakeel Ahmed then released the stamp and gave the first stamp to Ramesh Prasad. Rosayya released the book on LV Prasad and gave it to Dasari Narayana Rao.

Dasari then spoke about LV Prasad - "LV Prasad came from an agricultural family. He went to Mumbai with 100 Rs in his pocket. His passion for films pulled him there. He struggled for 2 years. He even worked as door boy at a theater. With his hardwork he got one of his films run golden jubilee in the same theater. He proved that with will power, human can achieve anything. He is one of those persons who invested his earnings for the prosperity of the films and the industry. That is why Prasad Labs still has that value. I hope that future generations will behold the same values". Finally Dasari made a request to Shakeel Ahmed, "Thank you for releasing stamps on NTR, Ghantasala and now LV Prasad. There is another request pending with you - Chithooru Nagayya. He is another icon and I request you to release his stamp. Also, please consider Savitri too. She is a great actress".

Ramoji Rao said that it would not be sufficient in just words to explain the greatness of LV Prasad. "LV Prasad gets the unique distinction of Alam Ara (First Hindi talkie), Kalidasu (first Tamil talkie) and Bhakta Prahalada (first Telugu talkie). He taught words to cinema. Though he is not here among us, he will live as long as cinema lives", said Ramoji Rao.

"It is LV Prasad who introduced me to Hindi field with Ek Duje Ke Liye. He acted in my film Raja Parvai as grand father. Those are my most memorable moments. For the Hindi film, I am indebted to him. ", said Kamal hasan.

A short film on LV Prasad is played to the audience towards the end.

About LV Prasad

LV Prasad, a Dada Saheb Phalke Award winner, is a legendary name in the history of Indian cinema. Born in 1908 in an agricultural family in rural Andhra, after a great struggle and hardship he went on to become a successful actor, director, producer and an industrialist. His passion for cinema is exhibited in all his films including such memorable hits like Gruha Pravesam, Ilavelpu, Sharada, Milan, Khilona, Daadi Maa, Manohara, Missamma and Ek Dujje Ke Liye to name a few. His vision was to contribute to the growth of the film industry and he established state of the art post production facilities across India, notably Prasad film laboratories. The LV Prasad eye institute in Hyderabad was established with his contribution of Land and financial assistance to provide world class eye care to the masses. The institute recently opened a center in Bhubaneswar to be followed by one more in Vizag.

LV Prasad passed away in 1994. His goal of providing complete wholesome family entertainment and film related education was carried forward by his son Ramesh Prasad by the opening of The Prasads Multiplex and IMAX theater in Hyderabad and LV Prasad Film and TV Academy in Chennai. Today the Prasad group started by LV Prasad is 50 years old and has facilities and offices in India, Singapore, Dubai and Hollywood.