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MYSTIC AURA

MAGAZINE

THE STATE OF
**MEN'S
STYLE '25**

50th ANNIVERSARY

NFDC

NATIONAL FILM DEVELOPMENT
CORPORATION OF INDIA

**FASHION
& MOVIE**
INTERCONNECTED WORLD

CUPPING
BODY MASSAGE

The Fashion Manifesto
Where fashion meets lifestyle

2025



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From Editor's Desk



Embracing the Festive Spirit, elevate your style with Mystic Aura.

As the new festive season dawns, Mystic Aura is thrilled to present the ultimate guide for the modern man. In this September edition, we are into the world of fashion, uncovering the trends, styles, that will make you stand out.

This issue covers the runway of India to the unique blend of traditional and western wear from the Northeast, shared valuable insights on creating a stylish, versatile wardrobe that will make you look unique.

Whether you're just starting to explore the world of fashion or a seasoned style enthusiast, we hope you'll find inspiration in the articles curated by our writers. Take a moment to unwind, get comfortable, and indulge in the best of men's fashion.

Don't miss our regular 'Aura Page' feature, packed with style and trends to keep you ahead of the curve.

Regards

GITALI PATHAK DEKA

Proprietor & Editor-in-chief

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MANISH KADAM & TEG SINGH

LABELS
**"LINE TRIBE BY GAURAV JAGTIANI"
NITIN BAL CHAUHAN**

PHOTOGRAPHER
FARAZDAK SAIFUDDIN (FARAZDAK STUDIO)

CONCEPT AND STYLING
AJAN AKASH BARUAH (TIKTIK)

MAKE UP
RoRo

NORTH-EAST MEN'S FASHION WEEKEND 2025

MODEL:

AJAY AND VAIBHAV

LABELS

"LINE TRIBE BY GAURAV JAGTIANI"
NITIN BAL CHAUHAN

PHOTOGRAPHER

FARAZDAK SAIFUDDIN
(FARAZDAK STUDIO)

CONCEPT AND STYLING:

AJAN AKASH BARUAH
(TIKTIK)

MAKE UP:

RoRo



Aura Style

Model

Saayna Shiv

Photography

Unique Borah

Jewellery

Abhukhan Jewellery

Makeup

Safiya Khatun





The State of Men's Style in 2025

QUIET POWER, BOLD INDIVIDUALITY

By: **Brian La Cour**, Author/writer/Entrepreneur, US

Fashion in 2025 isn't about dressing louder. It's about dressing smarter. Men's style has shifted from chasing hype to curating a wardrobe that communicates confidence, culture, and self-awareness. Forget head-to-toe logos or cookie-cutter trends, today's best-dressed men are mastering a more refined language of style, where personal expression carries more weight than a designer name splashed across your chest.

The cornerstone of men's fashion

right now is a renewed respect for essentials. Think of it as the "refined uniform." The white tee isn't just a filler piece; it's being reengineered in heavyweight organic cotton with sharper fits that look intentional under a blazer or on their own at dinner. Denim has finally shaken off the skinny era straight and relaxed cuts are dominant, cut to flatter without suffocating. Even sneakers are evolving to include premium leathers, muted palettes, and silhouettes designed to complement tailoring.

The lesson? Your everyday pieces are the new power moves. When your basics are elevated, everything else follows.

If the early 2020s belonged to the hype-driven logo wars, 2025 is the age of understatement. Quiet luxury continues to dominate, cashmere sweaters, double-faced wool coats, neutral palettes, pieces that whisper status instead of screaming it. It's about fabric, fit, and finish over flashy branding.

The flex now is subtle: slipping into



a perfectly cut jacket that doesn't need a label to announce itself. That, gentlemen, is confidence without needing applause.

The suit has loosened its grip on rigidity. Shoulders are softer, fabrics lighter, trousers wider. Suits are no longer about boardroom intimidation; they're about modern ease. Pair a relaxed blazer with a knitted polo, or style drawstring trousers with Italian loafers. It's the balance of structure and flow that defines tailoring now.

This isn't a "casual Friday" compromise; it's the evolution of power dressing. Authority in 2025 comes with movement.

Innovation is shaping not just how we work, but how we dress. Tech-infused fashion is moving beyond gimmicks into everyday wear: temperature-regulating fabrics, water-repellent wool

coats, and sustainable materials like lab-grown leather that feel indistinguishable from the real thing. Watches are going hybrid, timeless Swiss craft on the outside, smart features hidden within.

Fashion's most interesting frontier is sustainability. The new luxury isn't just rare, it's responsible. That jacket you're buying is as much about its carbon footprint as its cut.

If 2025 has a single defining energy, it's freedom of expression. The idea that jewelry, bags, or even nail polish belong to one gender has officially collapsed. Pearls, chunky rings, sculptural bags, these are now staples in men's wardrobes from Los Angeles to Seoul. Individuality is the status symbol; the courage to experiment is the new uniform of style leaders.

No one wants to look like everyone else anymore. The best move is to make your look feel entirely your own.

Men's fashion in 2025 is about dualities: quiet but confident, tailored but relaxed, classic but forward-thinking. Style today doesn't demand you chase every runway trend; it demands you understand yourself and edit your wardrobe accordingly.

Because the best-dressed men aren't the ones who wear the most clothes. They're the ones who wear them with purpose.





FASHION AND FILM

The Interconnected World of Trends and Influence

By : **Jishnu Vijayan Nair**, Actor/Writer/Motivational, Speaker, Kerala

Fashion and film are two creative realms that have always walked hand in hand, shaping not only industries but entire generations. The relationship between these two is not accidental; it is deeply rooted in culture, art, and the human tendency to be inspired by what we see and admire. Cinema, as a medium, has always had the power to influence how people think, act, and most importantly, how they present themselves to the world. From the golden age of Hollywood to today's global cinema, films have often dictated the rhythm of fashion, creating trend cycles and

styles that continue to resonate for decades.

Movies as Trendsetters of Generations

Movies, beyond their entertainment value, are visual storytelling platforms. Every frame is thoughtfully designed, and costumes play a vital role in adding depth to characters and their worlds. Over the years, iconic movie characters have become synonymous with specific styles, leaving imprints on public imagination.

Think of Audrey Hepburn in









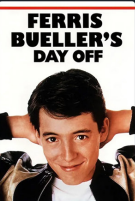











Breakfast at Tiffany's with her little black dress and pearl necklace, a look that remains timeless. Or consider Rajesh Khanna in his famous "guru

kurta," which became a household trend in India during the 1970s. In recent years, movies like Kabir Singh (2019) have trends in rugged beards and casual college attire among youth. These examples show how cinema reflects the desires of its time and simultaneously sets the tone for what people adopt as fashionable.

Generations often look to films as mirrors of their aspirations.

Generational Popular Movies Part 1

Poll results from r/Letterboxd

	ACTION	ADVENTURE/ FANTASY	ANIMATION	COMEDY	CRIME/ MYSTERY/ THRILLER
BABY BOOMERS					
GEN X					
MILLENNIALS					
GEN Z					

pants that dominated the 1970s in India were not just an on- screen fantasy but also a reflection of global trends. The local audience found its cultural representation through stars like Amitabh Bachchan in Deewaar and Don. Similarly, in the West, the leather jackets and rebellious looks of James Dean in Rebel Without a Cause mirrored the angst of post-war youth while simultaneously inspiring an entire wardrobe revolution.

Adoption of Fashion Through Generations

Fashion trends originating from films often transcend generations. What begins as a cinematic statement evolves into a cultural movement, carried forward and reinvented over time. A striking example is the saree draped in Nargis's Mother India, which symbolized simplicity and grace, later reimagined in more glamorous forms by actors in contemporary cinema. Each reinvention keeps the essence alive while adapting to the sensibilities of the new generation.

In the global arena, Marilyn Monroe's iconic white dress moment in The Seven Year Itch continues to inspire designs even today. These trends prove that film-inspired fashion is not momentary; it has a generational impact that sustains through cultural memory.

The Positive and Negative Influence of Films on Fashion

While the interconnectedness of fashion and film has brought countless positive outcomes, it

For the youth, films offer not only escapism but also an identity to align with. When they see their favorite stars carrying a particular style, they internalize it, consciously or unconsciously, and recreate it in their everyday lives.

Reflection of Public Choices and Cultural Trends

At the same time, fashion in films does not emerge in isolation.

It reflects the pulse of the people. Costume designers and filmmakers study contemporary society, its socio-economic conditions, and cultural leanings before finalizing a look. In this sense, cinema becomes both a mirror and a mold - reflecting what society is and shaping what it is becoming.

For instance, the bell-bottom

also carries certain risks.

Positive Influence

- **Creativity and Diversity:** Films expose audiences to a variety of styles, encouraging experimentation. This broadens fashion perspectives and inspires designers to innovate.
- **Cultural Identity:** Regional cinema often preserves and popularizes traditional attire. For instance, Malayalam and Tamil films showcasing Kasavu sarees or Kanjeevaram silks have revived interest in ethnic wear.
- **Confidence and Expression:** Movie-inspired fashion often empowers individuals to express themselves more boldly and confidently.

Negative Influence

- **Unrealistic Standards:** Sometimes films portray fashion unattainable for common people, leading to feelings of inadequacy.
- **Blind Imitation:** In some cases, trends like excessive skin show or overly luxurious outfits create impractical expectations, particularly among youth.
- **Short-Lived Trends:** Certain styles sparked by films are short-lived fads, leaving behind a sense of waste or overconsumption.

Harnessing the Influence Positively

The power of cinema in shaping fashion can be harnessed for constructive purposes. Films can promote sustainable fashion by featuring eco-friendly fabrics and designs. They can highlight the beauty of local crafts and handlooms, providing livelihoods for artisans while making traditional wear globally appealing. When filmmakers and designers consciously choose styles that balance glamour with cultural responsibility, they create fashion that not only looks good but also does good.

The world of fashion and film is inseparable. Together, they

influence how people think, feel, and present themselves. Movies inspire fashion, fashion reflects society, and society in turn inspires films - creating a cyclical flow of influence. While there are both positive and negative aspects of this interconnectedness, the overall impact is undeniable. Films will continue to be trendsetters, and fashion will continue to be the language through which audiences embody those cinematic dreams.

As generations evolve, one thing remains constant: cinema will always be the runway where society first witnesses its next fashion revolution.



AURA PHOTOGRAPHY

Model

Samaria Barman

Photography

Unique Borah

Costume

Rimu Bhattacharjee

Brand

Fashionista by Rimu



LIFTING EVERY VOICE

Empowering the Marginalized

By **Vanessa Jacquelin D'cruz**
(Loani Chairperson, Singapore)

In a world where voices still struggle to be heard above the din of inequality, the act of empowerment becomes both a moral imperative and a practical necessity. Every marginalized community carries within it the seeds of transformation—not just for themselves, but for the fabric of society itself. When we lift these voices, we don't merely correct injustices; we unlock potential that enriches us all.

A Digital Bridge to Empowerment

Consider the groundbreaking work happening right now in 2025. Educational institutions are pioneering digital transformation courses specifically designed to empower marginalized communities, recognizing that access to technology isn't just about connectivity—it's about creating path-

ways to economic independence, creative expression, and civic participation. These initiatives understand that in our interconnected world, digital literacy has become as fundamental as traditional literacy once was.

Think of Maria, a single mother in a rural community who learned coding through one of these programs. Six months ago, she was struggling to make ends meet working multiple part-time jobs. Today, she's building websites for local businesses from her kitchen table while her children do homework nearby. Her story isn't unique—it's being replicated in communities across continents, proving that empowerment isn't charity; it's investment in human potential.

The Sociology of Voice

As renowned sociologist Dr. Patricia Hill Collins reminds us, "When marginalized people gain voice, they don't just speak for themselves—they expand the boundaries of what society considers possible." This insight cuts to the heart of why empowerment matters beyond individual success stories. Each voice that rises from the margins brings with it perspectives that have been filtered through different experiences of struggle, resilience, and hope.

The beauty lies in how these voices don't just demand space; they create it. They challenge assumptions, offer solutions born from necessity, and remind us that innovation often emerges from constraint. When we create systems that amplify marginalized voices, we're not just being fair—



we're being smart.

Poetry of Transformation

As poet Vanessa Jacqueline Dcruz beautifully captures: "In the symphony of humanity, the marginalized voices don't sing a different song—they sing the harmonies the world forgot it needed." This poetry of inclusion reveals a profound truth: marginalization doesn't diminish the value of a voice; it often deepens its wisdom and strengthens its resolve.

There's something profoundly moving about watching someone step into their power for the first time. It's not dramatic or cinematic—it's usually quiet, determined, and deeply human. It's a grandmother starting a community garden that feeds her neighborhood. It's a young person with disabilities becoming a disability rights advocate. It's an immigrant sharing their cultural traditions and watching their new community embrace something beautiful they'd never experienced before.

Building Sustainable Inclusion

Creating a lovable, sustainable, and inclusive world requires more than good intentions—it demands systems that work. This means designing institutions that don't just tolerate diversity but actively seek it out, understanding that different perspectives aren't obstacles to overcome but assets to leverage.

Sustainability in empowerment means building capacity within communities rather than creating dependency. It means training local leaders, supporting community-owned solutions, and recognizing that those closest to a problem are often closest to its solution. When marginalized communities are empowered to lead their own transformation, the changes stick because they're rooted in authentic understanding and genuine ownership.

The Ripple Effect of Empowerment

What makes empowerment truly powerful is its multiplicative effect. When one person finds their

voice, they often become a ladder for others to climb. Communities that have experienced empowerment tend to become empowering communities. They understand the weight of silence and the liberation of being heard.

This isn't about creating a world where everyone thinks the same way—quite the opposite. It's about creating a world where different ways of thinking, living, and being are not just tolerated but celebrated as essential ingredients in our collective flourishing.

Moving Forward Together

The path toward lifting every voice isn't always smooth, but it's always worthwhile. It requires courage from those who have traditionally held power to share space, and courage from those who have been marginalized to claim that space. Most importantly, it requires all of us to recognize that in a truly inclusive world, everyone wins.

When we empower the marginalized, we don't just change their lives—we change the world's understanding of what's possible. We create a society where potential isn't determined by circumstances of birth, where creativity isn't constrained by access to resources, and where every voice contributes to a harmony more beautiful than any one voice could create alone.

The work continues, one voice at a time, one community at a time, until the chorus of humanity includes every song that needs to be sung.



CUPPING

Body Massage Therapy

Compiled by **Rajiv**, Kolkata

Cupping body massage therapy is an ancient form of alternative therapy where cups are placed on the skin to create suction. This technique is believed to relieve muscle tension and pain, improve blood flow and circulation, reduce inflammation, promote relaxation and reduce stress, enhance flexibility and range of motion. This therapy is not much known to people at present times and so it's not much in use in the parlours or has reached the common people about the benefits.

During a cupping session, the cups

are typically placed on specific areas of the body, such as the back, shoulders, or legs. The suction created by the cups helps to:

- Loosen tight muscles
- Increase blood flow
- Stimulate the lymphatic system

Cupping therapy can be performed using different techniques, including:

Dry cupping: Cups are placed on the skin without any incisions.

Wet cupping: Cups are placed on the skin after small incisions are

made to draw out blood.

Fire cupping: Cups are heated with fire to create suction.

This therapy is often used in conjunction with other treatments, such as massage, acupuncture, or physical therapy, to enhance its benefits. Some people find cupping helpful for managing pain, stress, and athletic recovery.

This therapy is used in many countries around the world, particularly in Asia and the Middle East. Mention can be made of countries like

Asian Countries:



- **China:** Cupping is a mainstay of government-sponsored hospitals of Traditional Chinese Medicine (TCM), with extensive research carried out on its benefits.
- **Japan:** Famous for its massage therapy, Japan has numerous spa and massage centers that offer cupping therapy, especially in cities like Tokyo and Beppu.
- **Thailand:** Known for its luxurious spas and traditional Thai massages, Thailand is a popular destination for cupping therapy, with many resorts and wellness centers offering this treatment.
- **Indonesia:** Bali is a hub for traditional spas and wellness centers, offering cupping therapy as part of its rejuvenating spa packages.
- **Philippines:** Ventosa cupping massage therapy is a well-known treatment in the Philippines, particularly in Cebu City.

Middle Eastern and European Countries:

- **Egypt:** Cupping therapy has its roots in ancient Egyptian medicine, and it's still practiced today.
- **Turkey:** Turkish baths, or hammams, often incorporate cupping therapy as part of their traditional spa treatments.
- **Greece:** Cupping was used in ancient Greece as a cure for various ailments. We can add *other Countries like
- **United States:** Cupping therapy has gained popularity in the US, particularly among

athletes and celebrities, with many spas and wellness centers offering this treatment.

- **New Zealand:** Known for its natural hot springs and luxurious spas, New Zealand offers cupping therapy as part of its wellness treatments.
- **India:** Ayurvedic treatments, including cupping therapy, are popular in India, particularly in Kerala and Rishikesh.
- **Germany:** Germany has many luxurious spa resorts that offer cupping therapy as part of their wellness packages.
- **Italy:** Italy is home to many luxurious spas, such as the Acquaforte Thalasso Spa, which offers cupping therapy and other wellness treatments.

Many people say that feeling calm, centered, and relaxed after cupping sessions, making it a popular choice for managing stress and anxiety. While individual experiences may vary, the consensus is that cupping therapy can be an effective tool for promoting relaxation .



FFA AWARD NITE/25







Aura Style

Model

Bhranti Medhi

Jewellery

Abhukhan Jewellery

Photography

Unique Borah

Attire

Moonmee Boruah

Makeup

Tinku Teron

AAFPA
ALL ASSAM
FASHION PHOTOGRAPHERS
ASSOCIATION



ASSOCIATE PARTNER

ASHIRBAD
EST 2011

BANKING PARTNER
 **HDFC BANK**

POWERED BY
SONY

ALL ASSAM FASHION PHOTOGRAPHERS ASSOCIATION

PRESENTS

FASHION CLICK

A FASHION PHOTOGRAPHY EXHIBITION

Organised by **AAFPA** on the occasion of
WORLD PHOTOGRAPHY DAY

Date: **19th August, 2025**

Venue: **Jyoti Chitraban, Guwahati**



RADIO PARTNER



REFRESHMENT PARTNER



FOOD PARTNER



MERCHANDISE PARTNER

COSTUME PARTNER



MAGAZINE PARTNER



MAKEUP PARTNER



AAFPA

All Assam Fashion Photographers Association

When passion meets profession, unity celebrates creativity -
marking World Photography Day with pride, AAFPA brings vision to life.....!

The theme for World Photography Day 2025 is "My Favorite Photo," encouraging photographers to share their shoot photograph along with its story, highlighting the emotional connection between the photographer and their work.



With this aim All Assam Fashion Photographers Association (AAFPA) has celebrated the auspicious day with great enthusiasm bringing together all the photography lovers under one roof on 19th August '25 at Jyoti



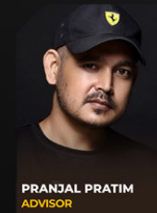
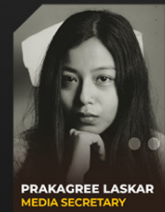
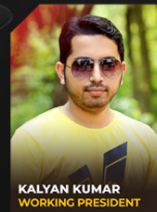


Chitraban, Guwahati. The occasion was graced by the honorable Minister of Cultural Affairs, Bimal Borah. The evening brought together celebrated personalities like Zubeen Garg, Jatin Bora, Nishita Goswami, and Garima Saikia Garg, who praised the initiative and encouraged the young photographers to pursue their passion with dedication to reach their goal. The crowd was awestruck when their eyes caught the attention of the photographs displayed on the wall by the photographers. It was really a moment to be treasured. All were in full of appreciation for the magical moments captured by the photographers so beautifully.

The main highlight of the event was the Live Fashion Photography Competition, where participants captured the elegance of models Niha Das, Dillani Devi, and Parleen Islam.

AAFPA Secretary Bikram Borpatra said, "AAFPA aims to create a professional platform for fashion

AAFPA COMMITTEE MEMBERS



photographers in Assam." With Fashion Click, we are celebrating World Photography Day to empower our photographers to compete, collaborate, and make their mark nationally and globally.

The evening wrapped up on a

melodious note with live music by SWADHYAY, musical brand, creating a soothing atmosphere that harmonized the ambience and left everyone in a state of blissful togetherness.

AURA Trends

Model
Anirban Parashar Dutta

Designer
Dipankar Kashyap



IKIRU

A FILM BY
AKIRA KUROSAWA

IKIRU

Joie de vivre

Dr. Dipsikha Bhagawati

Film Critic | Translator | Published Writer | Member, FCCI

"I CAN'T AFFORD TO HATE PEOPLE. I DON'T HAVE THAT KIND OF TIME...HOW BEAUTIFUL! TRULY BEAUTIFUL. A SUNSET. I DON'T THINK I'VE REALLY LOOKED AT ONE IN 30 YEARS!..."

- Watanabe in *Ikiru*

Ever since the beginning of time, humanity has been haunted by the inevitability of death. However, the presence of death has never made people fixate above the rest. There is so much more to life than just waiting for death. There is life's journey, the meaning of which has to be enriched with beauty and dignity. Every human soul, bewitched or otherwise, dreams about ennobling the sways of its existence or, at the very least, leaving behind an enduring legacy in the form of a purpose. The Japanese film master Akira Kurosawa, for example, directed with a philosophical bent and in *Something Like An Autobiography* remarked:

"I am not a special person, I am not especially strong; I am not especially gifted. I simply do not like to show my weakness, and I hate to lose, so I am a person who tries hard. That's all there is to me."

His drive for humility and relentless striving is steeped within the ecosystem of his 1952 masterpiece *Ikiru* (translated as, *To Live*). Of the countless Kurosawa works that light up the night sky of cinema, there is none so singularly radiant as *Ikiru*.

The most memorable critiques, as well as the most laudatory diatribes in cinemas, have celebrated it as the pinnacle of creation, as a piece of work that squeezes the weight of deeper philosophical reflection from the simple narrative of a simple man. Martin Scorsese recalled the time watched the film, and explained, *"From all the films that I have seen, none has impacted*



me as much as 'Ikiru', a film about a man suffering from cancer and searching for a purpose in life. Watching that film is one of the most emotionally intense experiences I have had in my teenage years."

Watanabe Kanji, the main character of *Ikiru*, portrayed by Takashi Shimura with delicate and haunting subtlety, is a fatigued bureaucrat. His life is a monotonous cycle of shuffling through files in a hopeless office. His life takes a sharper turn for the worse as he is diagnosed with terminal stomach cancer. In a way, he is the one to begin waging battle against some of the most fundamental questions of modern living—"what does one's life mean when one's death is aspiring to come?"

Kurosawa's approach to Watanabe's story is not melodramatic; rather, his journey is an odyssey through the stages of despair, denial, distraction, and ultimately, awakening. Watanabe was ini-

tially left to solitude by a cold and heartless family, and was drifting in despair. Even his nights which promised drunken escapism and shallow company of strangers could not provide him solace.

The arrival of the young woman Toyo, whose laughter radiates as if the sun has decided to sing,

awakes something in him. It is her bright spirit that gives him the will to act — to etch a semblance of permanence in his transitory life. The mission he sets out for is deceptively simple: to turn a noxious dump into a children's park. That single selfless act of service, not from a place of grand design but simple grace, is the redemption he claims as life's answer to death's indifference.

Ikiru's strength is not confined to the story alone but to Kurosawa's masterful direction — the unification of image, pace, and sound to create a profoundly human piece of music. Asakazu Nakai's cinematography depicts a world of visual contrasts. In the film's early scenes, Watanabe struggles with shadows, his body diminished by stacks of stagnant papers, trapped within the sterile uniformity of office buildings. The static framing, the subdued lighting, the never-ending bureaucratic hallways



serve as symbols of spiritual stagnation. But as Watanabe's spirit starts to awaken, the imagery changes: the children's park shines with openness, light, and air — a cinematic exhale of freedom.

The lasting image, from the film is Watanabe sitting alone on a swing as snowflakes fall softly around him. It's a moment that stays with you becoming a part of your memory like a thought. As he sways gently the fragility of life is almost overwhelming. The snow falls, silent and unhurried reminding us that our time is short.. Yet in its calmness the snow also brought a sense of peace. It's a scene one that captured the contradictory nature of human existence. In this fleeting instant, life and death joy and sorrow become two sides of the coin.

Fumio Hayasaka's score is just as crucial, with its mournful notes that resonate deeply with Watanabe's struggle. The music is sparse yet powerful capturing the despair that weighs him down and then in moments of determination it swells with a beauty. One of the moving moments comes when Watanabe breaks into song his voice cracking as he sings "Gondola no Uta" a tune that drives home the fleeting nature of life. This old worn song, fractured by time and pain tells a story. Explores the questions. Its the core of what Kurosawa was trying to say. Life is short. Thats not something to be sad, about. Instead we should fill it with things that give it purpose.

The impact of *Ikiru* can be seen long after the credits roll. Its mes-

sage is still felt today echoing in films, like Hrishikesh Mukherjees 'Anand', an movie that shares its warmth and compassion. Decades later Oliver Hermanuss Living brought this story to a generation earning prestigious awards and proving that a simple yet powerful tale of self discovery can bridge gaps, between cultures and time.

Ikiru ultimately gives us affirmation rather than hopelessness. Kurosawa serves as a reminder that death is a mirror that calls us to awaken to life rather than

merely an end. He contends that death is life's most unyielding teacher rather than its enemy. We are forced to explore what it means to live authentically by gazing into its certainty. *Ikiru* is therefore more than just a movie about dying. Above all, it is an ode to life itself, which is brittle, short, and incredibly valuable. Through Watanabe's subdued metamorphosis, Kurosawa reveals an eternal truth: despite death, one act of selfless love, one act of creation, or one park where kids can play is sufficient to give life grandeur.





सत्यमेव जयते

NFDC
cinemas of india



Ministry of Information and Broadcasting
Government of India

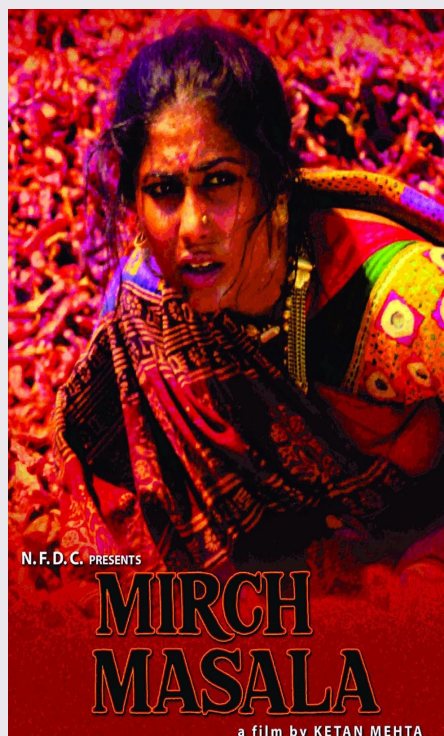
50th Anniversary NFDC (1975-2025)

Celebration of 50 years of innumerable stories that shaped the
destiny of meaningful cinema in India © by film critic Lalit Rao (FIPRESCI)

The National Film Development Corporation (NFDC), founded in 1975 by the Government of India, has played a defining role in shaping Indian cinema beyond mainstream conventions. Its mandate was to support quality films that struggled to find space in a marketplace dominated by commercial Hindi productions and overlooked regional cinema. NFDC filled this void by encouraging artistic, experimental, and socially relevant storytelling, creating a platform for filmmakers with unconventional voices.

Champion of parallel cinema movement in India

In its formative years, NFDC became a cornerstone of the parallel cinema movement, supporting filmmakers such as Shyam Benegal, Govind Nihalani, Mani Kaul, and Ketan Mehta. Cult films like “Jaane



Bhi Do Yaaron” (1983), “Mirch Masala” (1987), and “Ek Doctor Ki Maut” (1990) became milestones in alternative storytelling. Regional voices also found recognition,



with Jahnu Barua’s “Aparoopaa” (1982) and Buddhadeb Dasgupta’s “Tahader Katha” (1992) emerging as gems of Assamese and Bengali cinema. On the world stage, NFDC

co-produced Richard Attenborough's "Gandhi" (1982) and Mira Nair's "Salaam Bombay!" (1988), both Oscar nominees, securing international prestige.

Challenges and reinvention of NFDC

By the late 1990s and early 2000s, NFDC's influence waned. The rise of multiplex culture, private studios, and shifting audience preferences diminished its relevance, while financial hurdles compounded the crisis. Yet the organization reinvented itself by focusing on film restoration, digital outreach, and global collaborations. A turning point came with the launch of Film Bazaar in 2007. Now touted as South Asia's largest film market, it connects Indian talent with international producers, distributors, and festival curators, significantly boosting India's cinematic footprint abroad.

NFDC in current times

In 2020, NFDC merged with the Films Division, Directorate of Film Festivals, and Children's Film Society India, consolidating resources under one umbrella. The corporation continues to champion inclusivity by supporting films in a wide range of Indian languages—from mainstream Hindi to tribal tongues. Projects such as Qissa (2013) and Karken (2024) reflect its ongoing commitment to contemporary, socially engaged cinema. Looking forward, NFDC aims to expand into digitization, streaming collaborations, and nurturing young filmmakers, while continuing to restore classics and preserve cinematic heritage. In a world

dominated by algorithms and franchise-driven entertainment, its mission to foster diversity and creativity remains indispensable.

Some landmark production helmed by NFDC

Over nearly five decades, NFDC has curated an exceptional portfolio of films. Highlights include Kundan Shah's satirical masterpiece "Jaane Bhi Do Yaaron" (1983), Ketan Mehta's feminist classic "Mirch Masala" (1987), Kalpana Lajmi's "Rudaali" (1993), and Mira Nair's Oscar-nominated "Salaam Bombay!" (1988). It also backed



Anup Singh's "Qissa" (2013), Mani Kaul's "Nazar" (1991), and K. Hariharan's "Current" (1992). Regional storytelling thrived through Jahnu Barua's "Aparoop" (1982) and Sudhir Mishra's "Main Zinda Hoon" (1988). Socially conscious works like Saeed Akhtar Mirza's "Salim Langde Pe Mat Ro" (1989), Tapan Sinha's "Ek Doctor Ki Maut" (1990), and Sudhir Mishra's "Dharavi" (1991) remain significant. NFDC's collaborations

with Shyam Benegal yielded "Suraj Ka Satvan Ghoda" (1992), "Mammo" (1994), and "The Making of the Mahatma" (1996). It also enabled Pamela Rooks' "Train to Pakistan" (1998), Rajat Kapoor's quirky "Raghu Romeo" (2003), and Buddhadeb Dasgupta's "Tahader Katha" (1992). On the global front, it co-produced Richard Attenborough's Oscar-winning "Gandhi" (1982) and most recently supported Nending Loder's "Karken" (2024). Together, these films illustrate NFDC's unmatched contribution to Indian cinema—nurturing alternative voices, promoting regional diversity, and ensuring that stories of artistic and social value continue to reach audiences worldwide.

In 2025, NFDC celebrates 50 years of shaping Indian cinema beyond boundaries. Since 1975, it has nurtured parallel cinema, regional voices, and globally acclaimed films, while adapting to new technologies and platforms. NFDC's golden jubilee honors its legacy of creativity, inclusivity, and innovation in storytelling.





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GUM TRAGACANTH For Health & Wellness

By Manikangkana Devi

Writer, Poet, Artist & Translator

Gum tragacanth, also known by its regional names like Gond Katira or Gond Pisin, is a natural gum exudate obtained from the stems and branches of various species of the *Astragalus* genus of plants, primarily found in the semi-desert and mountainous regions of Southwest Asia, particularly Iran, Turkey,

Syria, and Greece. This complex polysaccharide has a long history of use, dating back to ancient times, and is valued for its unique properties that find applications in various industries, from food to pharmaceuticals and cosmetics..

Gum Tragacanth has traditionally been used to address digestive

problems. Its mucilage content helps soothe gastrointestinal discomfort, providing relief from diarrhea and constipation. Research indicates that it may support a healthy gut lining, thereby enhancing overall digestive health.

As a source of soluble fiber, Gum Tragacanth aids in regulating blood



sugar levels and promoting feelings of fullness. Consequently, it is frequently included in weight management products to help control appetite. Studies have also shown that soluble fibers can contribute to lowering cholesterol levels, supporting cardiovascular health.

Owing to its thickening properties, Gum Tragacanth is commonly used in cosmetic formulations. It possesses emollient characteristics that moisturize the skin and help retain hydration. Moreover, it functions as a natural cleansing agent, making it suitable for use in gentle lotions and creams.

Gum Tragacanth is widely used in the food industry as a thickening agent and stabilizer. It plays an

important role in the production of gluten-free products by helping to achieve the desired texture and consistency in baked goods.

Although Gum Tragacanth is generally considered safe for consumption in moderate amounts, certain precautions should be observed. Individuals allergic to legumes may experience sensitivity to gum tragacanth. Performing a patch test is recommended before applying it topically.

It is important to follow recommended dosages when using Gum Tragacanth as a dietary supplement, since excessive intake can cause gastrointestinal discomfort. People with existing medical conditions, particularly gastrointestinal

issues or those taking medications, should seek advice from health-care providers before adding Gum Tragacanth to their routines.

To further explore its potential benefits, a recent study was conducted involving 60 participants experiencing mild digestive problems. Participants were divided into two groups: one received a daily dose of gum tragacanth, while the other was given a placebo. After four weeks, the group taking Gum Tragacanth showed a significant reduction in digestive discomfort symptoms compared to the placebo group. Specifically, 75% of those consuming Gum Tragacanth reported improved bowel regularity, and 60% experienced decreased bloating and enhanced overall digestive health.

Another study examined the skin benefits of gum tragacanth. In a controlled trial with 40 participants suffering from dry skin, those using a cream containing Gum Tragacanth demonstrated a 30% increase in skin hydration over eight weeks. Additionally, participants noted improvements in skin texture and elasticity.

In conclusion, Gum Tragacanth is a versatile natural product offering various health benefits, including digestive support and skincare advantages. It has been found to be safe and effective when used appropriately under professional guidance. Incorporating Gum Tragacanth into diet or skincare routines can provide valuable holistic health benefits.

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BEAUTIFUL TOMORROW CALLS

As i drink in my tears rolling down my cheeks something dies inside me.
No strength to trust again.
The yearning inside me numb.
The firey passionate thoughts crumbled down.
I tried to distance myself from you.
But you would not leave my soul.
I tried to sink deeper and deeper.
But my soul defied.
It understood the music of your heart.
You remained in my soul.
You were no more a mirage, but a devine feeling in me.
I cherish you in my heart and mingle with my memories.
But Nay! today i look back and see you were a mirage and never meant for reality.
A beautiful world awaits for me with new hope and dreams.. Trust, faith, honesty,
loyalty and respect as the indegredients of this new beautiful world.

- MONALI BHUYAN

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