



SUHAS SISTU

SOWCAR Janaki is a unique figure in Indian cinema history who managed to act in more than seven decades of cinema, performing in over 400 films. From her

Sowcar Janaki leaves behind rich south Indian legacy

debut in 1950 to her recent work in the 2023 Telugu film Anni Manchi Sakunamule, Sowcar Janaki maintained her popularity among moviegoers for many years. The actress was born in Rajahmundry and started

her career by accident. She got married at the age of 16 and was pregnant while preparing for her matriculation exams. Before becoming an actor, she worked as a radio artist at All India Radio in Madras. This job allowed her to develop her acting skills, specifically her speech.

LV Prasad signed her to her first film, a Telugu-language Shavukaru. In the movie, she played the role of a moneylender's daughter, and thereafter, Sowcar became her screen name. Ever since her debut, Sowcar Janaki has starred in all the four languages of South

India. She made her debut in Tamil cinema in 1952 in the film Valayapathi and in Karnataka cinema in 1954 in the film Devakannika. She featured in the 1964 Malayalam film School Master, which marked her debut in Malayalam cinema. Right from her debut, Sowcar Janaki has starred in all south Indian language movies. By the late 1960s, she had become a star in all four South Indian film industries.

She has acted with all the leading actors of her time. In her stardom journey, she has also played comic roles apart from the dramatic roles.

However, what stands out from her stardom journey is her association with the film director K Balachander. Many of his films had female leads in the most progressive roles for women. Sowcar Janaki acted in several of his pictures, including Thamarai Nenjam, Iru Kodugal, and other films.

She acted in films like Cinema Paithiyam, Thee, Thillu Mullu, Vetri Vizha, which marked her new path. In addition to film work, in more than thirty plays, Sowcar Janaki played various roles. Moreover, in the 90s, she began appearing on

television. Even when she turned 80, she continued to act in films and take leading roles. According to rumors, her 400th film was the Tamil comedy Biskoth, in which she acted at the age of 88. In her last film Anni Manchi Sakunamule, Janaki played the role of a grandmother.

She was awarded many prestigious awards, including Kalaimamani, Nandi

Awards, and lifetime achievement. She was awarded Padma Shri by the Government of India in 2022, having celebrated her 90th birthday.

This legendary actress found her niche in the ever-changing Indian film industry. She acted in several Indian languages and remained popular.

Moreover, she portrayed

an equal number of comic and serious roles. Sowcar Janaki starred in Indian films, especially south Indian movies, had a great theater career, and acted in television shows. Therefore, she created a memorable and successful career that made her famous worldwide. Now, as the actress is no more, We miss you Sowcar Janaki.

STARS PAY TRIBUTE

The veteran actress Sowcar Janaki demise led to an outpour of condolences from the South Indian film industry. Several leading stars paid tribute to the departed soul, recalling her legendary work and contribution to the film industry. Tamil Nadu chief minister and actor Vijay expressed his shock and grief over the news of Janaki's death. He further added that her contribution to the film industry over the past seven decades is legendary. He also talked about several

awards such as Padma Shri, Kalaimamani, and Nandi which were received by the actress.

The legendary actor Kamal Haasan paid tribute to Janaki, saying that they have shared a long professional relationship, working together for almost four decades, starting with 'Paarthala Pasi Theerum'. He further called her an incredible talent in the south and worked closely with his guru K Balachander. On the other hand, Jr NTR and Chiranjeevi recounted their time spent with Janaki and

remembered her as one of the Indian cinema's legendary figures. The veteran actor's contribution to Indian cinema has been immense, with Chiranjeevi calling Janaki a natural. Radhika Sarathkumar, Prabhudeva, and Vishnu Manchu also paid emotional tributes to the late actress, calling her an extraordinary talent. Vishnu further expressed his grief in Telugu, referring to Janaki as a legendary personality whose work and elegance will inspire generations in the years to come.

'IRUMUDI' REVIEW: A powerful emotional film

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AFTER a long interval, Mass Maharaja Ravi Teja is back with a film that prioritizes performances and emotional quotient over formulaic potboilers. Irumudi, a directorial venture from Shiva Nirvana, marks Ravi Teja's return to the big screen in style. Starring Priya Bhavani Shankar and Baby Nakshatra in prominent roles, the film combines a devotional angle with family drama and crime elements. More significantly, Irumudi delivers on its promise of being an entertaining showcase of the actor's prowess as a storyteller.

Story
Trinadh (Ravi Teja) is an Ayyappa Swamy devotee and owns a banana plantation in Polluru. He is deeply fond of his daughter Manemma. In fact, Manemma narrates every incident that occurs in her life to her father. But everything changes when she, along with other girls

from the village, goes to a nearby village for her studies. The developments lead Trinadh down a fateful path that eventually takes him on a rollercoaster ride of crime and family drama.

Performances
The highlight of Irumudi is undoubtedly Ravi Teja's performance. As the Mass Maharaja sheds off his larger than life image, the actor displays shades of a multi-talented hero that we have been seeing in rare screens in recent times. Ravi Teja's emotional

RATING: 4/5

range deserves immense applause as he manages to leave an indelible mark on the audiences' minds. The star's pairing with Baby Nakshatra is yet another strong aspect of the film, as both display realistic father-daughter bonding onscreen. Baby's

performance is indeed a standout as she manages to slip into the skin of her character and perform realistically throughout the film. In addition to Baby Nakshatra, Priya Bhavani Shankar, Sai Kumar, Ramesh Indira, and others have excelled in their respective roles.

Technicalities

Shiva Nirvana must be praised for delivering a film that does not veer towards commercialism. In fact, the Ninnu Kori director manages to keep the narrative engaging without deviating from the core theme. The film's emotional and intense sequences are beautifully portrayed, aided by GV

Prakash Kumar's music and background score. Similarly, cinematographer Vishnu Sharma captures the beauty of the locales, especially the hills of Sileru, to perfection. The other technical departments, including production design and editing, are equally impressive.

Analysis
The film's first-half runs on a slightly slower note. Also, the second half lacks in certain areas, which is apparent in the meandering narrative. Additionally, certain developments in the crime and mystery departments seem clichéd and predictable. However, such drawbacks are negligible in the larger scheme of things. The father and daughter's equation is portrayed beautifully, as is the emotional quotient in the story. Irumudi is a feel-good film, which delivers what it promises to deliver. Ravi Teja is certainly back in the race with a stellar performance that has the potential to change the perception of him being only a mass entertainer.



A new singing talent hunt launched in Tamil Nadu



ASPIRING singers from Tamil Nadu are in for a great treat as Sony VIZHA and Sony LIV announced the launch of the first season of Tamil Idol. Music composer AR Rahman will be the super judge of the reality singing competition that will give vocal talents a chance to become playback and independent singers. Tamil Idol is a song competition that will enable young singers to gain exposure and help them make a mark in the playback and independent music industry. It will also enable the participants to perform alongside renowned music directors in a well-organized environment. The singing competition will commence in Velammal Vidyalaya Annexure, Mel Ayanambakkam, Chennai. Young vocal talents aged between 14 and 30 can audition for the reality singing competition that will offer a wide platform for budding singers to exhibit their singing prowess. Besides capturing the essence of the rich tradition and culture of Tamil music, Tamil Idol will also witness the evolution of music while showcasing the different styles of the young singers. The selected candidates will get an incredible opportunity to learn from the best in the business while performing on a big stage. Singers who wish to participate in the competition need to carry their original identity proof on the day of the audition and prepare their desired song repertoire. The young singing sensations can become playback singers if they give their best performance on the day of the final round.



Telugu cinema gets major boost with Telangana govt's new GO

THE Telangana Government's latest Government Order (GO) has been received well by many for its intent to promote and safeguard the film industry by creating a healthy ecosystem for the movie makers and workers.

The new policy aims to create a regulated environment for premium films with enhanced ticket prices. These price hikes will not be automatic and will have to be approved on a case-to-case basis by the government for eligible blockbuster films.

As per the circular, multiplexes and single screen theaters will have to keep 25 percent of the total seats in all categories for cheaper fares in all locations.

Moreover, the policy will allow five shows daily for any big-ticket release, which would help first-time and smaller filmmakers utilize the free slots on the same day. The circular also proposes an idea for a welfare fund for cine workers. According to Active Telugu Film Producers Guild (ATFPG), the GO will motivate people to invest in films and take the Telugu film industry to greater heights.

'Dharmasthala Niyojakavargam' locks Sept 4 worldwide release

THE latest Telugu Political entertainer Dharmasthala Niyojakavargam is all set to release globally on September 4th. A press meet was organized recently to create awareness about the film which has a unique political entertainment theme.

The film 'Dharmasthala Niyojakavargam' is directed by Jai Jnana Prabha Thota and produced by Merum Bhaskar under the banner of Moving Dreams India Private Limited. The film stars Suman, Saikumar, Nataraj, Varun Sandesh and Vithika Sheru in lead roles.

The film promises to be political entertainer with an unique twist. The makers believe that the film will entertain the viewers with its theme and stellar cast on board. The film is all set to release across the Telugu states under PVR Cinemas Distribution.



NSV Productions' 'Village Stars' gets a grand launch

A Telugu entertainer named Village Stars' has launched in the presence of chief guest Sameer at the Venkateswara Veeranjanya Swamy Temple in Venkatagiri. The film which is set to mark the production house's debut in the Telugu film industry promises to present a different story line and a young energetic team.

Sameer who was the chief guest at the launch function wished the team all the best for their future projects. The actor also appreciated Narendra's work and said that they are going to see many more successful films from his team.

Starring as the lead pair is Narendra and Lilly Ballu.

The film also stars Srinivas, Syed Abzal, Vijay and others in crucial roles. Whereas, it is Narendra who is set to



make his directorial debut with this film, Nagoor NGR has been signed on for the story.

Narendra requested the people to support Village Stars movie. Hailing from Odisha, Lilly said that she is

elated to make her Telugu debut. She also thanked the viewers for giving her this wonderful opportunity. Jabardasth actor Vasu along with social activist Sampath and actor Radhakrishna also wished the team for their big debut.

Producer SKN launches 'Missing Meghana' teaser

THE teaser of the upcoming film 'Missing Meghana' was unveiled by the successful producer SKN, who added new momentum to the promotional race of the movie. The teaser offers an intriguing concept and has already received excellent feedback from the team and viewers.

The film is directed by Vachaspathi and produced by Panchumarthi Naresh Babu under the banners of First Copy Movies and KD & Co. It stars Ram Karthik,

Ammu Abhirami, Vaidika Senjalya, and Ankit Koyya in the lead roles and Goparaju Ramana, Vempa Kasi, Koushik, Mahipal, and others in the pivotal roles.

At the teaser launch, SKN appreciated the film's innovative concept, saying that modern viewers want fresh content and that Missing Meghana will gather more strength to become a big hit. The film's director, Vachaspathi, thanked the producer for believing in the project. He also thanked VV Vinayak for reveal-

ing the title motion poster and Suresh Babu for releasing the first single, Pilla Pilla Pilla.

Meanwhile, Ram Kartik was delighted by the fabulous response to the promotional campaign, and music director RR Dhruvan noted that the viral song and teaser have already created a great buzz about the film. Sam K Naidu and Dhruvan have created beautiful cinematography and music for Missing Meghana, which will soon captivate the viewers.

