



MY DREAM: LAKECITY AS FILMCITY

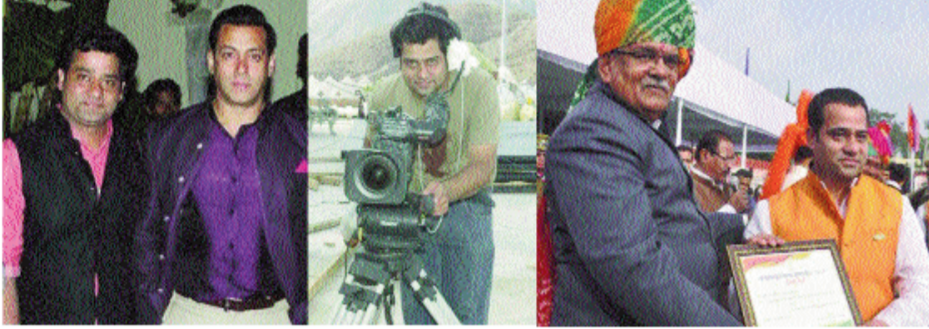
- MUKESH MADHWANI

UDAIPUR 2018

#LAKECITY#FILMCITY

MAN WITH A VISION

Why Film City In Udaipur



A man with a vision, Mukesh Madhwani, Rajasthan Line Producer, Udaipur sets FOR himself new goals even before he completes his earlier ones. When the Madhwanis came to Udaipur from Pakistan after partition, the erstwhile Maharana gave them a huge place in Varion Ki Ghati, where horses used to be kept earlier, as a generous gesture to Mukesh's Grandfather Varadmal.

Mukesh studied at the Adinath Public School, Udaipur and at the Jawahar Jain Senior Secondary School with Commerce as he was interested in the family business. He then did one year's course in Food and Beverages from the Food Craft Institute, Udaipur. He was a bright student all through.

During the 1980's when the shooting of the film Octopussy was about to start in Udaipur, his father was asked by a friend to send food at the shooting location. The supply began and the services were liked. Later on, catering services were also provided to the film's team at its sites in Jodhpur as well.

After completing his course from Food Craft Institute, Mukesh also joined his father's business. In the year 2000, the family started A-Catering, that served food to the different big films banners at their shooting sites. In 2005, Mukesh began thinking about film production in the Lake City. With the help of his friend Anil Mehta, he was able to manage the permission for shooting of the film The Fall in Udaipur. In the year 2007, Mukesh became a local assistant manager in the film production sector. In 2010, the idea of making Udaipur a film city struck him. He formed a strong team and the local administration agreed to initiate the plan. The group shared the idea with film and TV stars, who came for shooting to Udaipur and they also liked the idea. The response from stalwarts of tourism, Rajasthan's royalty and the government was positive.

Enumerating the advantages of making Udaipur a film city, Mukesh says, because of its unmatched natural ambience, historical buildings and distinct culture it is already a favorite spot for film shooting. No wonder, during the last 40 years over 500 Bollywood, Hollywood, South Indian and Rajasthani films and numerous serials and ads have been shot here. International airport facilities, rail and road connectivity are some other plus points. Mukesh has also been honored by the district administration for his relentless efforts to make the Lake City a Film City.

Mukesh spends a lot of time with wife Mala, 14 years old son Manav and daughter Yamini. "One can never do enough for Udaipur" says he.

He feels that catering and allied professions provide great opportunities for the young to make their mark.



WHAT THE VIP'S SAY ABOUT FILM CITY

HOME MINISTER, GULAB CHAND KATARIA

It is a long standing demand of Udaipur and it is fully justified. A detailed plan about the project is to be made. Requirements in terms of finance and land are to be spelled. It can also be done through PPP Mode.

UDAIPUR M.P., ARJUN LAL MEENA

Meena, a big supporter of the project, says that proposals about it have been sent several times. The issue has also been raised in Lokshabha may times. The project has huge prospects in Lake City.

HIGHER EDUCATION MINISTER, KIRAN MAHESHWARI

In a letter addressed to Mahesh Sharma, Central Minister Arts and Culture, she says that, with the establishment of film city in Udaipur, film makers would be able to make sets economically and use the remaining land for sets like airport, railway station and villages. In Udaipur, a big tourist destination of inland and foreign tourist, the project has unlimited possibilities. The facilities already available here include all kinds of connectivity viz. air, rail and road.

U.D.H. MINISTER, SHRICHAND KRIPLANI

The Chief Minister is doing a lot for development of tourism in the state. One of the projects could be a film city in Udaipur.

TOURISM MINISTER, KRISHNENDRA KAUR DEEPA

Udaipur is one of the options for setting up of a film city.

LOCAL M.L.A.'S

It would be a big boom for Udaipur and something to be proud of.

DIVISIONAL COMMISSIONER, BHAWANI SINGH DETHA

Opinion of public representatives would be taken about the issue.



UDAIPUR ALREADY A WELL KNOWN PLACE

Lake city has been a venue of big events related to weddings, parties etc. of big industrialists, political leaders, film actors etc. So it can easily support of ad investment from different quarters.

VICINITY OF GUJARAT AND M.P.

People from the two neighboring states can easily invest here.

AVAILABILITY OF LOCATION FOR DIFFERENT STATES

Good locations for shooting of films from states like Rajasthan, M.P., Haryana, Gujarat & Punjab are easily available.

GOOD CONNECTIVITY

Udaipur has an International Level Airport and good rail and road connectivity, that would soon become even better with the gauge conversion of Ahmedabad - Udaipur rail track.

FIRST CHOICE OF TOURIST

Udaipur is the first choice of tourists both Inland and Foreign.

EMPLOYMENT OPPORTUNITIES

Thousand of people would get employment.



SCENIC BEAUTY and HERITAGE

No other place can boast of such scenic beauty of lustrous lakes, several wildlife sanctuaries, verdant hills, historic forts, splendid royal places, intricate architecture of havelis, ancient temples etc.

GOVERNMENT REVENUE

It is estimated that with the setting of film city, the annual government revenue would go up by about 500 crore.

LOCAL ARTISTS TO GET A CHANCE

Udaipur has no dearth of local artists - actors, singers, dancers, painters, photographers and the like, who get opportunities to display their talent.

A BIG BOOST FOR TOURISM

Film city would make Udaipur more popular as a tourist destination.

RAJASTHANI, FILMS TO GET A BOOST

Rajasthani film makers would get the facility of making films at a cheaper cost.

BUSINESS WOULD PROFIT

With greater number of people of different states coming to film city, business related tourism viz. hospitality, tourist guides, taxi drivers, handicrafts and jewellery shops will do more business.

BIG FILM SHOOTING TO BOOST TOURISM

With the shooting of the film Bahubali, the tourism in Ramoji film city shot up by about 30%.



SHRIJI, ARVIND SINGH JI

A large number of films have been shot in Udaipur with advance technology since 1929. In this way, the Udaipur film city project is worthwhile. It should be set up at a distance from the city. It would greatly benefit tourism as well as provide employment to the youth.

Positive Ray for film city



Udaipur: The ray of hope for film city arise among Mukesh Madhwani and his team mate when state CM assured to examine the proposal. Committee spokesman Dinesh Gothwal told that the Chief Minister has given the positive response to the demand.

CITY MAYOR, CHANDRA SINGH KOTHARI

At its own level, the corporation would provide land and money for the project. The project would provide opportunities for local talent and identity to the town, as well as jobs.

U.I.T. CHAIRMAN, RAVINDRA SHRIMALI

For this worthwhile project, the trust would do its best in every way. With its scenic beauty and rich heritage, Udaipur has great future as a film city.

DEPUTY DIRECTOR, TOURISM DEPARTMENT, UDAIPUR, SUMITA SAROJ

Udaipur has a claim for film city. It can be hit, if the government acquires land and gives it to a private party for development.

JAISHRI BHOJ, CMD, FILM CITY, MUMBAI

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OMVEER SAINI, PROJECT COORDINATOR, FILM CITY, MUMBAI

A base for Rajasthani Films has been prepared. The government has to provide land and basic facilities like electricity and water.

TASLEEM SINGH JASSAL, CHIEF MANAGER, FILM MARKETING, RAMOJI FILM CITY, BENGALURU

In addition to films, there can be also shooting of pre-wedding, ads and serials.

ANOOP DESAI, VANITY VANS AND PROPS DISTRIBUTOR, MUMBAI

Every day our 30 to 35 vanity vans are required for shooting. So with the setting up film city in Udaipur, big and small business would flourish.

A team headed by Mukesh Madhwani, of M-Square has taken up a campaign for setting up film city in Udaipur. It consists of Anil Mehta, Rajasthan Line Producer with 35 years of experience in various aspects of film production. Santosh Kaira, a pioneer in Udaipur IT industry is another member. Dinesh Gothwal, manages print media, press releases and print communication.

When it is about being a helping hand to producers and directors for the shoot in Udaipur, one of the prominent names is Mukesh Madhwani. He is the versatile personality handling multiple businesses of Catering, Bakery, Event Management and Line Production in Udaipur. Besides businesses, he is also serving social organizations as Secretary of Rotary Club "UDAI" and Committee Member of Jacobabad Sindh Panchayat and Sindh Yuvak.