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Leh, the capital town of the picturesque Ladakh region (13,500 ft above the sea level) of Jammu and Kashmir is going to host its first International Film Festival in Ladakh this year. The event is known as Ladakh International Film Festival (LIFF) and is to be held from June 15 to 17 June 2012 for three days in Leh, the largest town of the region. The event aims to draw attention of the world and the world cinema towards the beauty of Leh Ladakh.

It is the first International Film Festival in Ladakh and Veteran film director Shyam Benegal has been roped in as the Chairman for the LIFF, who will also be the head of jury. Melwyn Williams Chirayath a Kerala-based former doctor-turned-filmmaker is the festival director of Ladakh International Film Festival 2012.

The competition section will include Feature films, short films, animation films and documentary films are included in the competition of the LIFF, while films made by the residents of Leh Ladakh or films made on Ladakh will be included in the Ladakh section.

The film will focus on business and entertainment with Film Shoppe. Filmmakers can market their movies to international film studios, film producers, film buyers, satellite channels, and hence increase their business opportunities. A red carpet premiere will also take place.

Leh Ladakh has always been known as a tourist destination but it will soon host very first international film festival.

The festival has received film entries from countries like India, Italy, Japan, Korea, Pakistan, Brazil, United States of America, U. K., France and Nepal.

The films would be viewed by Pre-Jury and secondly by the International Jury before the final screening at LIFF.

'Schan' - The Snow Leopard is the mascot of Ladakh International Film Festival. Through its associations with the Snow Leopard Conservancy India Trust, the Festival will also aim to raise awareness amongst people from all over the world on protecting the rare and endangered Snow Leopard.

Organizers of the Ladakh International Film Festival are LAHDC LEH, J & K Tourism, SLC IT, and Inheritance India. Eminent personalities who are now in board of patrons of the LIFF are Christian Jeune â€” Deputy Director General, Festival De Cannes, Derek Malcom â€” President of British Federation of Film Societies, Jacob Neiendam â€” Director, Copenhagen film festival, Govind Nihalani (an Eminent Film maker), Shekhar Kapoor (Eminent Film maker), Mike H Pandey â€” Chairman (Steering Committee, IFFI), Vishal Bhardwaj â€” Eminent Film Director/Producer/Music Director, Ketan Mehta â€” Eminent Film maker, Shaji N Karun (Eminent Film maker), Madhur Bhandarkar (Eminent Film maker), Deepti Naval (Eminent actress/film maker/author) and Nitin Desai (Eminent Art Director)

Other highlights of the festival are Film Bazaar, Exhibition, Workshop and Green Carpet. Ladakh International Film Festival is not charging any entry fee. Ladakh International Film Festival at the roof of the world is being pitched as â€œthe highest altitude film festival of the worldâ€•.

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PK Jha Creative writer of <http://www.destination-doorstep.com>

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