



Niranjan Kujur's Ad Film 'The Spitting Wall' Bags ABBY'S Award

Why in News?

According to information received from the media on June 28, 2023, Jharkhand's young filmmaker Niranjan Kujur's advertisement film 'The Spitting Wall' was given the prestigious award of the advertising world, ABBY'S Award, during the Goa Fest.

Key Points:

- The award was given at the 54th edition of the Advertising Club. In the advertising world, it is considered to be the biggest award in South Asia.
- This ad film by Niranjan Kujur was released on the day of 'No Tobacco Day'. It is a digital ad film which was released in the year 2022 on social media.
- Niranjan Kumar said that 'The Spitting Wall' advertisement has been created in collaboration with Dabur Red Paste.
- The ad film was awarded for Cause Marketing in the specialist category. The ad film has been shot in Kolkata and Noida.
- The purpose of the ad film is to create awareness among those who eat paan-gutkha. In this advertisement, common people have been advised to avoid tobacco consumption very beautifully by making an artificial wall as a medium.
- Niranjan is making an Ad film from the year 2020. So far he has made five ad films, two of which have won awards.
- 'The Spitting Wall' has received two awards so far. The film also won the Mob-Ex Awards Singapore 2023 for Ed Galli. Apart from this, 'Dabur Ratnaprash' has also received the award for Best Used of Content Marketing by the Economics Times.
- It is known that the film 'Edpa Kana', made in Kurukh language by the state's young filmmaker Niranjan Kujur, has been awarded the National Award for Best Audiography in the non-feature film category.
- It is noteworthy that Niranjan Kujur is a director and screenwriter living in the Lohardaga district of Jharkhand. So far Niranjan has made films in Kudukh, Hindi, Bengali and Santali languages.
- Recently Niranjan has made a short film 'Tere Bendho Na' in Bengali, which will be screened at the IDSFFK and SiGNS film festivals in Kerala. After that, it will also be screened at the South Asian Short Film Festival (SASFF) in Kolkata.



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