



# heartland talkies

RAJASTHAN | MADHYA PRADESH | UTTAR PRADESH



# HEARTLAND TALKIES

Bollywood has always taken its viewers on a visual journey across beautiful foreign locations from the snow capped Swiss Alps in Europe to the orange autumn carpeted sidewalks of New York.

Filmmakers took recourse to foreign locations to tell a story as they felt audiences aspire for the exotic and the good life overseas.

The formula films explored Europe from the mid 90's (DDLJ | Switzerland | 1996, K3G | UK | 2001) and discovered the rest of the world for the better part of 2000's (Kal Ho Naa Ho | USA | 2003, Salaam Namaste | Australia | 2005, Cocktail | South Africa | 2012). This made perfect business sense as the film locations matched new overseas territories bringing in NRI audiences to set the cash registers ringing.

This trend peaked with noted examples such as in, 'Zindagi Na Milegi Dobara', (Spain, 2011) or 'Yeh Jawaani Hai Deewani' (France, 2013), however past few years has seen audience fatigue to seeing the lifestyles of the rich and the famous on celluloid. As a result, the filmmakers have started looking inwards with stories more closer to real life. Many films have found a perfect backdrop in small towns in India's vast hinterlands.

**Stories set in local settings are striking a chord with the audience with the colours and the culture of the Hindi heartland from Madhya Pradesh to Uttar Pradesh to Rajasthan, coming alive in the mainstream cinema.**

While social dramas such as 'Masaan' (2015), 'Toilet: Ek Prem Katha' (2017), 'Article 15' (2019) addressing a social evil lends itself to rural settings, subject as diverse as 'Saheb Biwi Aur Gangster' franchise (2011, 2013, 2018), 'Jolly LLB 2' (2017), 'Sui Dhaaga

-Made in India' (2018) has a commonality of the semi urban backdrop.

However, the real revelation comes from Bollywood's staple, romantic love stories, moving away from the urban Mumbai and Delhi to more humble settings of Jaipur, Bareilly or Jhansi in films such as 'Shuddh Desi Romance' (2013), 'Bareilly Ki Barfi' (2017), 'Badrinath Ki Dulhania' (2017).

The shift of Bollywood stories in the hinterlands is gaining popularity amongst the masses due to the relatability of the characters and their issues. The films may be set in the hinterland, but are nothing like the stereotypical village stories of old Bollywood – no village belles dancing in ghagras but instead the locations are real, the plots are believable and the details are authentic.

The commercial success and mass acceptance of these films have ensured that more and more film will have the desi flavour. So much so that the remake of the 1978 cult classic 'Pati Patni Aur Woh' changed its setting to Kanpur in Uttar Pradesh in its 2019 version.

Another reason for this shift in sensibilities is the new crop of writers and directors representing the small-town India who are importing a slice of their own life to Bollywood. It's changing the way the stories are being told. The aspirations and imagery of real India being played out on celluloid like never before.

Movie Stills From :

1. Yeh Jawaani Hai Deewani
2. Shuddh Desi Romance
3. Badrinath Ki Dulhania
4. Masaan
5. Bareilly Ki Barfi
6. Toilet: Ek Prem Katha
7. Sui Dhaaga - Made In India
8. Jolly LLB 2
9. Article 15





# RAJASTHAN

પાદ્યારો ભોયારદ વેદફે

The land of Rajas and Rajwadas and perhaps the most vibrant and colourful state in India. Every facet of Rajasthan is unique. The state so rich in culture and steeped in heritage has caught imaginations of filmmakers from the very beginning.

It has varied landscape, high hills of Mount Abu, vast expanse of windy desert of golden sand with shifting sand dunes in Sam, lush forests of Ranthambore, majestic forts of Chittaurgarh and Kumbhalgarh, tranquil lakes of Udaipur, breath-taking palaces of Jodhpur and Jaipur.

These awe-inspiring sights and picturesque surroundings with a chequered history of heroism & sacrifice and also treachery & deceit, provides an inexhaustible source of material for the creative minds.

Whether it's mega star Dev Anand, shooting his iconic film 'Guide' (1965) in Udaipur or the legendary director, Yash Chopra filming his 'come of age' classic love story 'Lamhe' (1991) in Jaisalmer, Rajasthan has inspired generations of filmmakers.

Moving away from the predictable theme of the princes and the palaces, the new age filmmakers continue to explore nuanced aspects of Rajasthan from dark world of political drama in 'Gulaal' (2009 | Bikaner) or a fresh take on a love story in 'Shuddh Desi Romance' (2013 | Jaipur)



Pushkar Fair - Hot Air Ballooning Fest



Devi Kund Sagar

Garadia Mahadev, Kota



# MADHYA PRADESH

the heart of incredible india

Often described as the heart of India, the central Indian state is also the best place for anyone who loves to see life through the lens.

Madhya Pradesh has diverse and rich shooting locations, an ultimate mixture of the wide panorama of geographical variation, variety of heritage assets and lively urban agglomeration. The temples of Khajuraho & Sanchi and the jungles of Kanha & Bandhavgarh, the forts and monuments of Gwalior, Orchha & Mandu, and distinct local cultures of Bhopal, Indore, Jabalpur offers film makers the most diverse film making experiences.

The cinematic potential of Madhya Pradesh has not been overlooked by the filmmakers. The state has been a happy hunting ground for filmmakers such as Prakash Jha, 'Raajneeti' (2010), 'Aarakshan' (2011), 'Chakravayuh' (2012), 'Jai Gangajal' (2015) and Tigmanshu Dhulia, 'Paan Singh Tomar' (2012), 'Yaara' (2014), who have shot majority of their films in Madhya Pradesh

The popularity of Madhya Pradesh as a film shooting destination has certainly grown in the recent times. 'Revolver Rani' (2013), 'Mohenjo Daro' (2016), 'Badrinath Ki Dulhania' (2017), 'Pad Man' (2018), 'Stree' (2018), 'Sui Dhaga' (2018), all films of diverse genres, themes and audiences have found their home in the heart of India.



Dhuandhar Falls, Jabalpur



Orchha Fort, Jhansi



Kandariya Mahadeva Temple, Khajuraho

Gwalior Fort



# UTTAR PRADESH

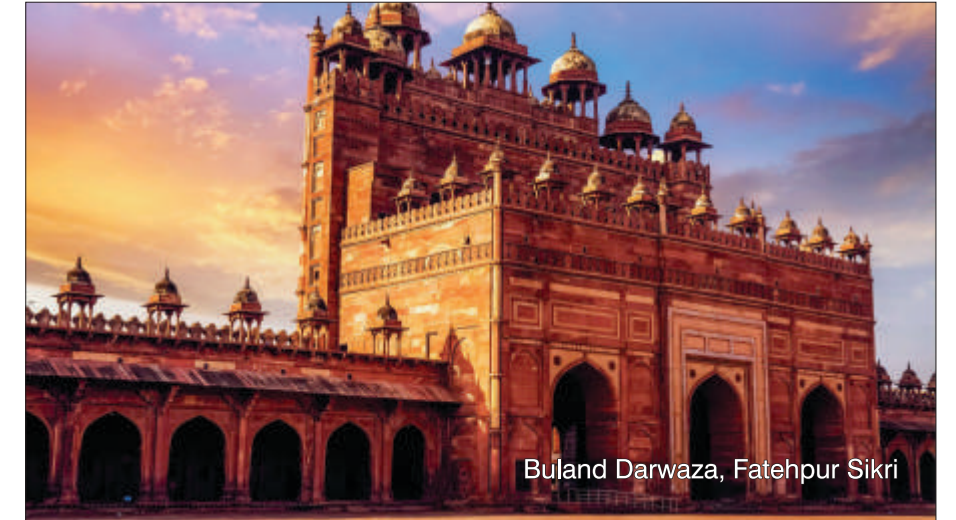
up nahi dekha toh india nahi dekha

The land of vast and fertile Gangetic Plains that make up the present - day Uttar Pradesh, since ages has seen the confluence of cultures and civilisations. The ancient towns and cities along the banks of the mighty rivers have nurtured the rich traditions of the Indian nation.

Mughal architectures of Agra, Confluence of the holy rivers in Payagraj, Nawabi Tehzeeb (Royal Etiquette) of Lucknow or the cradle of Indian civilisation, Varanasi are just some of the major attractions of this ancient land.

No wonder the State has become a charm of the Hindi film industry over the years as it represents the core of India. To further boost the film sector, the state government has formed a special department called 'Film Bandhu' for Film Facilitation and financial incentives.

The film-friendly policies and favourable conditions has sparked the recent wave of film shootings in the state. Some of the noted examples of the films shot in the state includes 'Bullet Raja' (2013), 'Youngistaan' (2014), 'Tevar' (2015), 'Sultan' (2016), 'Jolly LLB 2' (2017).



Buland Darwaza, Fatehpur Sikri



South Gate, Taj Mahal, Agra



La Martiniere College, Lucknow



Dashashwamedh Ghat, Varanasi