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JALAM revenue share to be handed over to Landless people of Idduki

Perinjankudy, Idduki: 'Jalam', the world's first charity movie produced by Aries group of Companies was released in theatres on 16 march, 2016. Due to its sensitive theme and heart touching performances the movie managed to strike a chord with the critics and viewers alike. Even though the movie didn't run successfully in theaters across Kerala, the producers of the movie have handed over whatever revenue generated by the movie to attain the cause it was initiated for.

75% of the revenue generated by the movie was handed over to the landless people in Idduki during a function held at Perinjankudy in front of the Collectorate at 11:00 AM on 7th April, 2016. The money was received by Mr. Babu, who had been an active voice of the landless people in that area. The remaining 25% revenue share would be contributed towards the rehabilitation works started by Flowers TV in association with Kitex.

To bring to light the plight of these people, the movie will now be screened at various public places like clubs, associations, schools etc and the revenue generated would be distributed likewise.

Directed by M. Padmakumar starring Priyanka Nair in a lead role, 'Jalam' narrates the story of a widow, who lost her husband in an accident and the challenges she has to face in the city with her kid for a piece of land. It witnesses the journey of strong will to survive. The movie also vied for 88th Academy Awards under Best Picture, Original Score and Original Song (4 songs) categories.

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