

Bhumi Pednekar Showcases Cinema's Power for Social Change

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At the Milken Institute Asia Summit 2025 in Singapore, Bhumi Satish Pednekar, acclaimed Bollywood actress and climate advocate, highlighted the transformative power. Known for her roles in films like *Dum Laga Ke Haisha* and *Bhakshak*, Pednekar shared insights into how storytelling can challenge societal norms.

Cinema as a Catalyst for Empathy and Change

Reflecting on her breakthrough role in *Dum Laga Ke Haisha*, Pednekar emphasized how the film's portrayal of societal beauty standards resonated with audiences. She noted, "In India, there are so many stigmas and taboos people don't even talk about. But cinema opens hearts. It creates empathy. And when empathy turns into action, that's advocacy." Her journey about her acting aspirations to becoming a prominent figure in Indian cinema underscores the impact of representation. Pednekar's experiences reflect a broader narrative of challenging stereotypes and advocating for inclusivity.

Advocacy Beyond the Screen

Beyond her cinematic achievements, Pednekar is a dedicated climate advocate. She serves as the National Advocate for the UN's Sustainable Development Goals and has established The Bhumi Foundation to promote environmental initiatives.

At the summit, she shared her firsthand experience from the recent floods in Jammu and Kashmir. In response, Pednekar launched a crowdfunding initiative in collaboration with grassroots organizations to provide immediate relief.

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