



**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with  
A+ Grade by NAAC) Chromepet, Chennai — 600 044.**

**ACADEMIC YEAR 2024-2025**

**THEATRE CLUB**

**ACTIVITY – 2 REPORT**

**DOCUMENTARY SCREENING: COLOURS OF KOLLYWOOD: MELANIN  
DEFICIENCY**

The screening of the short film *Colours of Kollywood: Melanin Deficiency* was organized by the Theatre Club of SDNB Vaishnav College for Women on 31st December 2024 in Seminar Hall 1. The event began with a brief introductory discussion of what a documentary is and how this documentary has been taken in its interview type. They also talked about the skin tone of South Indians particularly Tamilians (dusky, brown, wheatish, etc) and gave an overview for the students on what to expect from the film i.e., how the idea of skin tone has been socialised and portrayed in the cinematic world.

The short film sheds light on the deeply rooted issue of colourism in Tamil cinema. It examines how Kollywood has consistently glorified fair skin while sidelining or stereotyping those with darker complexions. Through a gripping combo of authentic footage, interviews, and subtle narrative techniques, the film unfolds the cultural bias that has shaped casting choices, character portrayals, and even audience expectations over decades.

The documentary explores how fair-skinned actors have historically been the preferred choice for lead roles - another colonialism side-effect, but even now only fair-skinned actresses are cast as they are stereotypically symbolized with beauty, success, and virtue. While actors with darker skin tones are either typecast into secondary or villainous roles or ignored altogether. The short film highlights how cinema perpetuates these biases, further embedding them into the social mindset. Moreover, the film delves into the psychological and emotional toll this has on individuals, particularly young viewers, who consume these portrayals as societal ideals. It also questions the industry's responsibility to represent diversity accurately and suggests a need for a paradigm shift where inclusivity is celebrated rather than just merely verbally promoted. It calls for a redefinition of beauty in Kollywood, one that aligns with the rich diversity of its audience and stories. At the end of the screening, there was an interactive discussion on the views of the students regarding the short film. Using filters for taking photos, a common practice among most youth was referred to and delivered how one is accountable only for themselves, that they don't need to prove their beauty to anyone else. Acceptance of oneself, the knowledge that inner beauty, character and education are what's most important and the realisation that change should start from within, are the concluding messages from the event.

## **STRENGTH OF THE PROGRAMME**

With the awareness of colourism in the media, the students were able to identify how their perspectives have also been influenced considerably. This motivated the students to view media portrayals with a broader mindset and advocate for inclusive representations.

## **CHALLENGES**

Some students struggled to accept the extent of colourism in the media due to their deeply embedded biases. While some connected with their personal experiences, others expressed resignation, whereas inspiring change was the main motive of this event.

## **PROGRAMME OUTCOME**

Many students shared their own experiences relating to the main theme of dark skin tone and society's perception of the same. The programme inspired the students to reflect on how media shapes perceptions and urged them to rethink the narratives they consume and support.



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav  
College for Women (Autonomous)**

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Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC  
Chrompet Chennai-600044



# **Theatre Club**

## **Documentary Screening**

# **Colours of Kollywood : Melanin Deficiency**



**SEMINAR HALL 1**



**31/12/2024**



**10.00 AM TO 11.00 AM**

**Organizing Team**

**Ms. G. Thilakavathy ( Vice- President)**

**Mrs. S.Sasi (Staff Co-ordinator)**

**G.Vaishali (Student Co-ordinator)**



