

Friday September 11, 2026

[< https://konkantimes.com/>](https://konkantimes.com)[Bengaluru < https://konkantimes.com/category/bengaluru/>](https://konkantimes.com/category/bengaluru/)

Atheria 2026 Inaugurated at St Joseph's University

[BENGALURU < https://konkantimes.com/category/bengaluru/>](https://konkantimes.com/category/bengaluru/)[NATIONAL < https://konkantimes.com/category/national/>](https://konkantimes.com/category/national/)

Atheria 2026 Inaugurated at St Joseph's University

September 11, 2026 0 Comment

Share Post



[https://www.facebook.com/sharer/sharer.php](https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fkonkantimes.com%2Fatheria-2026-inaugurated-at-st-josephs-university%2F)
[u=https%3A%2F%2Fkonkantimes.com%2Fatheria-2026-inaugurated-at-st-josephs-university%2F](https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fkonkantimes.com%2Fatheria-2026-inaugurated-at-st-josephs-university%2F)
 [< https://twitter.com/intent/tweet?](https://twitter.com/intent/tweet?text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F)
[text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F](https://twitter.com/intent/tweet?text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F)
 [< https://api.whatsapp.com/send?](https://api.whatsapp.com/send?text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F)
[text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F](https://api.whatsapp.com/send?text=Atheria%202026%20Inaugurated%20at%202026-inaugurated-at-st-josephs-university%2F)

age of artificial intelligence.

"You can ask AI to structure your script, structure your story, do all those things, but human emotion is something that should come from us."

He also stressed that filmmaking involves both creativity and business.

"Filmmaking is not just art, it's also commerce. So, you have to combine both when you make your first film," he said.



Actors Nirup Bhandari and Shanvi Srivatsava sharing their stories at Atheria inauguration at St. Joseph's University

Shanvi Srivastava spoke about her journey in the film industry, which began when she was around 15. Having completed her education up to Class 12 in Azamgarh, she went on to work in films across different languages and described her journey as challenging as well as rewarding.

Reflecting on her career, she said, "It was a long, beautiful, tough, sweet and sour journey. And today when I am sitting here talking right in front of you all, I see myself somewhere sitting there. It feels extremely beautiful, nostalgic, overwhelming and grateful."

Shanvi also spoke about the relationship between art and commerce and urged aspiring artists not to lose their love for art while pursuing success in a competitive industry. "While running this race to do something better and to be better than the others, we forget this love for art. We fall behind commerce," she said.

Atheria 2026 also featured the promotion of the actors' upcoming film "**America America 2.**" The inauguration provided students with an opportunity to interact with leading Kannada film personalities and gain insights from their experiences in cinema.

Written by: Gowtham K and Rahul R Nayak, School of Communication and Media Studies, St Joseph's University
