



# **Micro Drama is an evolution of storytelling, Not the 'Fast Fashion' of cinema: Industry voices at 19th MIFF**

## **From mobile screens to mainstream storytelling: MIFF examines the Micro Drama phenomenon**

**Mumbai, 16 June 2026**

As storytelling continues to adapt to changing audience habits and digital platforms, the 19th Mumbai International Film Festival (MIFF) hosted a thought provoking panel discussion on the theme, "Fast Film: Is Micro Drama the Fast Fashion of Cinema?". Moderated by actor Sheena Chauhan, the session brought together filmmaker and producer Sameer Mody, actor Archana Kavi, actor Ujjawal Kumar and filmmaker Rafael Stemplewski to examine the rise of micro drama and its growing influence on contemporary storytelling.

Welcoming the participants and audience, MIFF Festival Director Shri Prakash Magdum felicitated the speakers and highlighted the importance of understanding emerging storytelling formats in the rapidly evolving media landscape.



The panellists agreed that micro drama represents a natural evolution of storytelling driven by changing audience habits and the growing use of mobile devices. They emphasised that while the format is shorter, it requires the same creative skills and emotional depth as traditional cinema.

Speaking on the rise of micro drama, Sameer Mody said that the format gained momentum during the COVID-19 period when creators noticed increasing consumption of content on mobile screens. He described micro dramas as a format of storytelling that demands precision and creativity, where strong writing, compelling performances and sharp editing must come together within a limited duration. He emphasized that micro dramas should not be regarded as a lesser form of cinema or merely disposable entertainment, but as a distinct and evolving storytelling medium in their own right.



Archana Kavi noted that every technological shift has led to new forms of content creation, from television to digital platforms. She observed that the biggest challenge in micro drama is capturing the audience's attention within the first few seconds. While the format creates new opportunities for actors, writers and editors, it also demands greater precision in storytelling and performance.

Ujjawal Kumar underlined that emotional connection remains the foundation of all storytelling, irrespective of duration. He said that actors need to adapt to new formats and continuously refine their craft to connect with audiences in a shorter timeframe. He also pointed out that the widespread use of smartphones has created significant opportunities for micro drama to reach large audiences.



Rafael Stemplewski described micro drama as both a challenge and an opportunity for filmmakers. He noted that strong storytelling and authentic human emotions remain central to cinema regardless of screen size. According to him, micro drama represents another stage in the ongoing evolution of cinematic language.

The discussion concluded with a consensus that micro drama is not the “fast fashion” of cinema but an emerging storytelling format that complements traditional filmmaking while responding to changing audience preferences and viewing habits.

The discussion was followed by an engaging question and answer session with the audience, during which the panellists shared further insights on the opportunities and challenges presented by micro drama. The session concluded with a consensus that evolving viewing habits are creating new storytelling possibilities while preserving the fundamental elements of cinema.

### **About the 19th MIFF**

The 19th edition of MIFF promises an immersive and enriching cinematic experience, featuring a thoughtfully curated lineup of acclaimed international films alongside an exciting array of industry-focused initiatives.

- This year, the Competitive Section of the festival has received 1,459 film entries from 47 countries, including India.
- The festival showcases films in more than 42 Indian languages and over 30 languages from outside India, reflecting its global reach and cultural diversity.
- Featuring works by acclaimed filmmakers from around the world, the festival will present some of the finest documentaries, short fiction films, animations, debut director films, and student films.
- Alongside the screenings, the 2nd edition of Doc Bazaar, enriching masterclasses, and an Open Forum by IDPA will further enhance the cinematic and creative exchange at the festival.

Step into the vibrant world of storytelling at MIFF 2026, where powerful cinema, creative minds, and inspiring voices come together to create an unforgettable celebration of documentary, animation, and short fiction filmmaking.

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**PIB Team MIFF | Nikita Joshi/Robin Singh/Darshana Rane**

**Great films resonate through passionate voices. Share your love for cinema with #MIFF2026. Tag us @pibmumbai on X, and we'll help spread your passion! For journalists, bloggers, and vloggers wanting to connect with filmmakers for interviews/interactions, reach out to us at [miff.mediadesk@pib.gov.in](mailto:miff.mediadesk@pib.gov.in) with the subject line: Take One with PIB.**

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