

Amala Akkineni

Amala Akkineni completed her education in Kalakshetra College of Fine Arts at Chennai, where she performed as part of the Kalakshetra dance troupe under the leadership of Rukmini Devi Arundale.

She had a successful career in Indian cinema (1986 – 1992) completing 50 films as leading lady in five Indian languages (Tamil, Telugu, Malayalam, Kannada, and Hindi). She re-entered Cinema after a 20 year gap in 2012, playing select cameo roles in Telugu, Malayalam and Hindi films, TV and OTT Webseries.

She is married to Film actor and producer Akkineni Nagarjuna and together they co-founded Blue Cross of Hyderabad, a not-for-profit animal welfare organization working last 28 years for the welfare of street animals in Hyderabad. Blue Cross has helped over 450,000 animals since inception. It currently runs a Veterinary hospital and training facility with focus on Animal Birth Control and Anti Rabies vaccinations for stray dogs, to reduce animal suffering on the streets.

Amala has served as volunteer on several boards in both private and governmental organization' s working for social change; addressing a variety of issues from wildlife protection, women and child welfare, HIV awareness, and preservation of the environment. She received the Nari Shakthi Award from Ministry for Women and Child Welfare, Govt. of India in 2017.

Her background in Films and her social commitment, led her to be appointed as Director, Annapurna College for Film and Media, (formerly AISFM,). Annapurna College is a private, unaided college, affiliated to JNAFAU and was set up by the Akkineni family in the heart of Annapurna Studios at Hyderabad. In this Management and mentoring role, Amala holds alive the dream of Akkineni Nageshwara Rao, to guide young people on an informed path for professions in Film & Media.