

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA
UNSTARRED QUESTION No. 1100
(TO BE ANSWERED ON 21.12.2017)**

PROMOTION OF INDIAN FILMS ABROAD

1100. DR. KAMBHAMPATI HARIBABU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has made any efforts to promote Indian films in other countries and International Film Festivals;
- (b) if so, the details thereof;
- (c) the details of Institutes for Film and Media Studies funded by the Government; and
- (d) whether the Government is planning to set up any new institution for Film and Media Studies and if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL. RAJYAVARDHAN RATHORE (Retd.)}

(a) and (b): Ministry of Information and Broadcasting promotes Indian films by organizing/ participating in International Film Festivals in various countries through Directorate of Film Festivals (DFF). Every year Government of India sets up an Indian Pavilion in Cannes Film Festival to facilitate Indian films producers to promote Indian Films in the Cannes Film Festival. DFF has also taken initiative to screen Indian films abroad through Ministry of External Affairs. A set of ten selected Indian films have been provided to MEA for sending the DVDs to Indian Embassies and Missions abroad. Ministry has also initiated “Film Promotion Fund Scheme” to provide financial assistance to the films which get selected in any competition section of an International Film Festival of repute or being India’s official nomination in the academy awards under the foreign films category for promotional activities.

(c): Currently, there are two Film and Television Institutes viz. Film and Television Institute of India (FTII), Pune and Satyajit Ray Film and Television Institute (SRFTI), Kolkata with an extended campus in Arunachal Pradesh, under the purview of Ministry of Information and Broadcasting. Both FTII and SRFTI are India's premier film and television institutes, with their alumni becoming technicians, actors and directors in the film and television industry.

Indian Institute of Mass Communication (IIMC) is an Indian media centre of learning funded and promoted by the Government of India in New Delhi. The IIMC is an autonomous society under the Ministry of Information and Broadcasting. The institute has five regional centres at Aizawl (Mizoram), Amravati (Maharashtra), Dhenkanal (Odisha), Jammu (J&K) and Kottayam (Kerala) with a National Centre of Excellence(NCoE) in animation & visual effects on the anvil in Maharashtra.

(d): No, Madam.
