

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:346

ANSWERED ON:25.02.2000

FILM FESTIVAL

MADHAVRAO SCINDIA;SUSHIL KUMAR SAMBHAJIRAO SHINDE

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

(a) whether attention of the Government has been drawn to the news-item captioned `So,whose festival is it anyway` appearing in `The Times of India` dated January 20, 2000;

(b) if so, the facts of the matter reported therein; and the criteria and norms adopted for films to gain entry into the recent International Film Festival?

Answer

THE MINISTER FOR STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE (DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a) Yes, Sir.

(b) The objective of the International Film Festival of India (IFFI) is ` to provide a common platform for the cinematographies of the world to project the excellence of their film art; contributing to the understanding and appreciation of the film cultures of different nations in the context of their social and cultural ethos; and promoting friendship and cooperation among different peoples of the world` With this objective in view, the DFF endeavours to screen some of the outstanding films from all over the world during the festival. While there was not full attendance in theatres, other than those for delegates, for some films during the festival, it remains the endeavour of the DFF to promote good cinema and inculcate a greater appreciation of film cultures.

The Business Centre was set up during the Festival with a view to facilitating business between the participants, which was the objective of the market section as well. While the format of the section was changed, in as much as there were no rental stalls, enhanced facilities were provided for conducting business which included display of promotional material and secretarial assistance for business meetings organized by the NFDC, that organisation also conducted transactions worth Rs.27 lakhs. The mainstream section of IFFI , one of the most popular sections of the Festival, is organized in collaboration with the Film Federation of India. Among the film personalities who attended the Festival were Anil Kapoor, Akshaye Khanna, Sharmila Tagore, Shabana Azmi, Javed Akhtar, Subhash Ghai, Shyam Benegal, Nandita Das, Aparna Sen, Mammooty, Dr. Mohan Agashe, Ketan Mehta, Dr., Jabbar Patel.

(c) Selection of films is done keeping in mind the overall objectives of International Film Festival of India. In the Cinema of the World section, only films of high quality which have been entered in, or have won awards in other International Film Festivals, or are of extraordinary merit, are included. While juries select films for the Indian Panorama Section, films for the Mainstream section are selected by the Film Federation of India.