

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

UNSTARRED QUESTION NO:3687
ANSWERED ON:17.08.2010
COLLABORATION IN FILM INDUSTRY
Ponnam Shri Prabhakar

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

- (a) whether Australia has shown interest for collaboration in the field of film industry;
- (b) if so, the details thereof, alongwith the action taken by the Government in this regard;and
- (c) the extent to which India is likely to benefit from the collaboration?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (DR. S. JAGATHRAKSHAKAN)

- (a) & (b) Yes, Sir. It has been agreed to launch negotiations on a film co-production agreement covering a wide range of audio-visual formats.
- (c) Some of the benefits which have been identified as arising from such collaborations are as given below:
- (i) Producers from both countries get an opportunity to pool their creative, artistic, technical, financial and marketing resources to co-produce films;
 - (ii) Risks get shared and there is a wider natural audience base;
 - (iii) The chances of Indian locales being utilized for shooting raises the visibility of India as a preferred shooting destination, which in turn helps in employment and income generation.
 - (iv) The possibility of outsourcing of animation & post-production work to Indian companies also increases.