

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

UNSTARRED QUESTION NO:10
ANSWERED ON:13.03.2012
FOREIGN EXCHANGE EARNED BY FILM INDUSTRY
Reddy Shri Modugula Venugopala

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

- (a) Whether the film industry has a huge potential for earning foreign exchange;
- (b) If so, the details thereof along with the foreign exchange earned by the said industry during each of the last two years and the current year; and
- (c) the steps being taken by the Government for the promotion and expansion of the film sector?

Answer

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

(a) Yes, Sir.

(b) As per Director General of Commercial Intelligence and Statistics (DGCIS), Department of Commerce, Kolkata export value of cinematographic films falling under HS Code 3706 during the last two years and the current year is as follows:

Year/Period Value (Rs. Crore)

2009-10 110.75

2010-11 87.62

April, 11 to 71.35
Dec., 11

(c) The Indian film industry is primarily in the private sector and the role of the Government is largely limited to that of a facilitator and catalyst. Government has taken several steps for promotion and expansion of the film sector by declaring films as an industrial activity thereby enabling film producers to access institutional finance and allowing 100% FDI in the film sector through the automatic route.

There are plan schemes implemented by the Government for promotion of exports of Indian films abroad through participation in various international film festivals, financing production of films in various regional languages (with a view to fostering excellence in Indian cinema), promoting new talent and multi-lingual diversity, and by providing quality human resource to the film industry through Government run film institutes. Other steps taken by the Government to promote Indian film industry include institution of State Awards for giving recognition to outstanding talents in Indian cinema, organisation of International Film Festival of India (IFFI) annually and organisation of Indian Panorama, (in IFFI) for promoting cinematic, thematic and aesthetic excellence in Indian cinema.