

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

UNSTARRED QUESTION NO:3219
ANSWERED ON:24.04.2012
INDIAN FILM INDUSTRY
Tanwar Shri Ashok;Thomas Shri P. T.

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

- (a) The details of activities undertaken to promote the Indian film industry within the country and abroad;
- (b) the allocation made for promotion of Indian Film Industry along with the expenditure incurred for the purpose during each of the last three years, programme/scheme-wise; and
- (c) the details of the feature films funded partially funded by National Film Development Corporation (NFDC) during each of the last three years, language-wise?

Answer

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

(a) With a view to promoting Indian film industry in the country and abroad, this Ministry had two Plan Schemes, viz., "Export Promotion through Film Festivals in India and Abroad" and "Participation in Film Market in India and Abroad" during the 11th Plan period. The activities that have been undertaken under the above mentioned Plan Schemes during the Plan period 2007-08 to 2011-12 are as follows:

Participation in Film Market in India & Abroad:

- (i) Cannes Film Market, France
- (ii) Film Bazaar, Goa
- (iii) European Film Market, Berlin
- (iv) MIPCOM
- (v) Cairo Film Festival
- (vi) Toronto Film Festival, Canada
- (vii) American Film Market
- (viii) Hong Kong Film Market

The India Pavilion set up in the above mentioned film markets provided a platform to the Indian film industry to negotiate/network with foreign buyers to market their films. Aspiring new directors have been promoted in the above mentioned film festivals/markets.

Export Promotion through Film Festivals in India and Abroad:

- (i) Successfully organized International Film Festival of India every year.
- (ii) Films under Indian Panorama have been screened in film festivals in India and abroad every year.
- (iii) Participated in various film festivals in India and abroad.

(b) The expenditure incurred against the allocation made during the last three years are as follows under the following Schemes:

Participation in Film Market in India & Abroad:

Year Allocation(Rs. In lakhs) Expenditure (Rs. In lakhs)

2009-10	220	193.85
---------	-----	--------

2010-11	220	175.32
---------	-----	--------

2011-12	420	403.35
---------	-----	--------

Export Promotion through Film Festivals in India and Abroad

Year	Allocation (Rs. In lakhs)	Expenditure (Rs. In lakhs)
------	---------------------------	----------------------------

2009-10	416	405.18
---------	-----	--------

2010-11	494.14	488.32
---------	--------	--------

2011-12	684.13	678.19
---------	--------	--------

(c) With effect from 2006-07, NFDC has discontinued financing/ funding and partially funding of films.