

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

UNSTARRED QUESTION NO:7378
ANSWERED ON:22.05.2012
INDIAN FILM MAKERS IN GLOBAL MARKET
Swamygowda Shri N Cheluvarya Swamy

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

- (a) whether the Government is aware of the emerging global markets for Indian Film;
- (b) if so, the details thereof;
- (c) whether the Indian film makers are planning to tap newer overseas market in the US, UK and South East Asia; and
- (d) the steps taken/proposed to be taken by the Government to extend needful support to such Indian film makers?

Answer

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

(a) to (c) The Indian film industry hold great potential for marketing its product in different parts of the world. However, since the film industry is largely in private domain, neither reliable data is available to gauge the actual size of the global market for the Indian films nor does the Government maintain record of the initiatives of the Indian film makers to tap newer overseas market in the US, UK and South East Asia.

(d) The Government's role in the film industry which is almost entirely driven by private enterprise, is largely facilitative, developmental and promotional and is aimed at assisting the industry to tap its full potential. 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.