

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

STARRED QUESTION NO:290
ANSWERED ON:12.12.2014
UN SPONSORED STUDY
Reddy Shri Ponguleti Srinivasa

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

- (a) whether the Government has taken note of UN sponsored global study on female characters being portrayed/depicted adversely in the commercial Indian cinemas;
- (b) if so, the details of the study and the reaction of the Government thereto; and
- (c) the corrective measures taken by the Government in this regard?

Answer

THE MINISTER OF MINISTRY OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY)

(a)to (c): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF THE LOK SABHA STARRED QUESTION NO. 290 FOR REPLY ON 12.12.2014.

(a): Yes, the Government has taken note of the news articles published in various newspaper during the month of September 2014 on the subject of "Gender bias without borders" - An Investigation of Female characters in Popular films across 11 countries.' The study was conducted by Geena Davis Institute in association with UN Women, Rockefeller Foundation and University of South California.

(b) and (c):The study "Gender bias without borders" - An Investigation of Female characters in Popular films across 11 countries' was conducted wherein 10 popular Hindi films were part of the sample. The purpose of the study was to examine the prevalence and nature of female characters in popular films from those countries.

Some key findings of the study are reproduced below-

Only 30.9% of all speaking characters are female.

A few countries are better than the global norm: UK (37.9%), Brazil(37.1%) and Korea(35.9%).However, these percentages fall well below population norms of 50%.

Two samples fall behind: US/UK hybrid films (23.6%) and Indian films(24.9%) show female characters in less than one quarter of all speaking roles.

Female characters only comprise 22.5% of the global film workforce, whereas male characters form 77.5%.

The proponents of the study have themselves acknowledged the limitations of the study such as small sample size of analyzing only 10 movies which does not bring out the array of diversity that exists in each nation. The cultural variabilities of different jobs or sectors in each country are also not captured. The trend as seen from the report is global.

In India, film making is primarily in the private domain and very few films are made by the Government's own media units. In such a scenario, any intervention by Government in increasing the on screen presence of female characters in Indian cinema may be seen as hampering the creative freedom of the film makers. However, the Ministry of Information and Broadcasting incentivizes meaningful cinema through its various schemes such as National Film Awards, Indian Panorama section of International Film Festival of India, promotion of Indian cinema through film festivals and markets abroad, etc.

Central Board of Film Certification (CBFC) conducts 'SAMVAAD' a dialogue with film industry wherein CBFC will be sensitizing film makers to the gender balance in content.

The two film institutes run by the Ministry, namely the Film and Television Institute of India in Pune, and the Satyajit Ray Film and Television Institute of India at Kolkata see healthy participation by women students in all streams of film making including acting, direction, editing, sound recording, production management, cinematography etc.