



NFDC Film Bazaar 2015 Day 1 Starts on a Great Note!

~Launch of the Film Facilitation Office; Sessions by Shoojit Sircar, Anurag Basu, Sudhir Mishra on Day One of Film Bazaar

Goa, November 22, 2015: NFDC Film Bazaar 2015 had an eventful start! **The ninth edition of Film Bazaar** witnessed many firsts; and day one was attended by many Indian and International filmmakers. **The Ministry of Information & Broadcasting, India along with NFDC launched a Film Facilitation Office** at the Film Bazaar on November 21st. Apart from that, Film Bazaar 2015 had interesting sessions in the **Knowledge Series** by filmmakers like **Shoojit Sircar, Anurag Basu, Sudhir Mishra, Theatre Artist- Vani Tripathi Tikoo, Satya Raghavan - Head of Content Operations YouTube India** and more.

The Film Facilitation Office (FFO) will be housed in NFDC and will facilitate according permissions for feature films, TV series and advertisement films to be shot in India by filmmakers. The FFO will be additionally charged with facilitating obtaining of clearances from various Government agencies and help in creating on-the-ground support crew for film and ancillary services through standardized vocational training programs.

Post the Ministry of I&B's initiative to set up the Film Facilitation Office, **the Ministry of Tourism in association with the Ministry of I&B and the NFDC began a four-day Symposium on Film Tourism** with the objective to explore current challenges facing filmmakers to film in India and the steps that can be taken to facilitate greater ease of shooting / producing a feature /non-feature film.

The Symposium began with an interactive session between the **Ministry of I&B, the Ministry of Tourism and members of the film fraternity from India and abroad led by Shri Sunil Arora, Secretary, Ministry of I&B and Shri Vinod Zutshi, Secretary of Tourism**. The deliberations centered on how a single window clearance could effectively deal with the facilitation of an eco-system that would be sensitive to the needs of both the filmmakers and the administration.

The session saw the participation of leading filmmakers like **Shyam Benegal, Ramesh Sippy, Prakash Jha, Rakeysh Omprakash Mehra, Anubhav Sinha, Sudhir Mishra, Kabir Khan, Sanjay Suri, Bharat Bala**, amongst others. **James Weyman, Manager of Industry Initiatives, Ontario Media Development Corporation** and **Ruth Harley, Former CEO Screen Australia and New Zealand Film Commission** shared their experiences at the session while leading line producers like **Parvesh Sahni, Iqbal Kidwai, Deborah Benattar** spoke of the on-ground challenges of shooting a film.

The **NFDC Knowledge Series** had an interesting lineup with enchanting speakers covering various aspects of filmmaking. In the first session by **Shoojit Sircar**, he spoke about his experience filming in Gujarat with Khyati Nayak, Manager - Film Cell, Tourism Corporation of Gujarat Ltd. *"Gujarat is one of the few States in India which actually has a single window clearance for permissions to shoot"*, he added.

Sircar also had another very interesting session titled; **Shoojit Sircar - A Journey in Story telling**. Talking about his mentor and his journey, Shoojit said, *"As a child when my father took me for the film, Pather Panchali, I slept through it. Now every time I'm low, I watch this film. Satyajit Ray has been my biggest inspiration and my*

journey began by watching and learning from his films.” He is a man of stories – the filmmaker who has a very strong sense of narrative. Talking about the same, he adds, “If your research is right, you will never go wrong.”

Filmmakers Anurag Basu, Sudhir Mishra and Theatre Artist- Vani Tripathi Tikoo covered a very interesting topic in the session- **Female protagonists in Bollywood today - how real is the discourse?** Talking about the reprisal of women - centric roles in Indian cinema, Sudhir Mishra said, *“The kind of stardom that actresses like Nargisji, Meena Kumari, Sridevi and Madhuri Dixit have had, none of the new actresses have had. The problem with films and cinema today is parallel cinema is being ignored. It's like people are saying that Shyam Benegal's cinema, Shabana Azmi and Deepti Naval's work did not exist. Women are objectified in our films. There are so many songs on female beauty but none on male beauty.”*

Director **Anurag Basu** said that women centric films have always been around. *“I feel that you make movies according to the kind of person you are. Shoojit Sircar has made Piku, Vikas Bahl made Queen but Rohit Shetty does not make these kinds of movies. I have nothing against him, I'm just mentioning this. Women centric films have always been around because the ending of Queen is the same like that of Arth. The problem is that women filmmakers want to make masala blockbusters like men do. We need Juhi Chaturvedi and others like her to give us more characters and films like Piku,”* says Anurag.

Television and theatre actress **Vani Tripathi Tikoo** said that portrayal of women in television is regressive. *“I have worked on strong and memorable characters in shows directed by Anurag Basu. After that, there was a wave of shows directed by women, written by women, and even produced by women which were very regressive and seen by generations of women all over. Earlier in films, we had the vamp and the heroine. Today, we have anti -heroine characters but there's a long way to go for liberalization”,* says Vani.

In the **Television in Digital India** session, **Gayatri Yadav, Executive Vice President, Marketing and Communications, STAR India** spoke about the rise of Internet usage in India. The session gave a roadmap to people for the future of content making, delivery and consumption and how content makers must challenge the status quo and push the envelope.

Satya Raghavan- Head of Content Operations YouTube India discussed **Emergence of Content Destinations**. Google and YouTube are one of the most prominent tools today at a filmmaker's disposal for marketing a film, especially as they offer amazing monetizing solutions as well.

This year, the **Investor's Pitch** consists of three pitching sessions that provides investors a platform to connect with film projects from different genres and in various stages of completion. The Three Investor Pitches include; 19 Co-Production Market projects selected across genres with a special focus on South Asian stories from across the globe, 16 Screenwriters' Lab scripts with a focus on Romance and Children's stories. These projects have been mentored by national and international industry experts and 18 Film Bazaar Recommends projects from the Viewing Room and Work in Progress Lab. This is the first time the projects under the Screenwriters' Lab had an opportunity to participate in the pitches.

There are nine Film Offices set up at this year's bazaar. The following have participated; Chhattisgarh Tourism, Madhya Pradesh Tourism, Gujarat Tourism, Maharashtra – Film City, West Bengal Tourism, Tamil Nadu Tourism, Daman & Diu Tourism, Puducherry Tourism and Incredible India.

NFDC India's Managing Director, **Nina Lath Gupta** says, *“It has been a great start to the bazaar this year. It has been our endeavour over the years to facilitate the ease of shooting films in India, with the launch of FFO, it will only get better. Change will not happen overnight but under the guidance of Ministry of I&B and Ministry of Tourism, we will have tangible outcomes in the months forward.”*

At the Film Bazaar 2015, the opening evening networking event on November 20th was organized by KeySmith.com; lunch on November 21st was co-hosted by Madhya Pradesh Tourism and Gujarat Tourism. The evening networking event on November 21st was organized by Incredible India.

ABOUT FILM BAZAAR

Film Bazaar in its 9th edition is exclusively created to encourage collaboration between the international and South Asian film fraternities. The market aims at facilitating the sales of world cinema in the region. The 2014 market saw an attendance of 1042 delegates from 38 countries with country delegations from Canada, South Korea and Poland. Film Bazaar will be held from 20-24 November 2015 at Goa Marriott Resort in Goa (India).

ABOUT NFDC

Incorporated in the year 1975 National Film Development Corporation Ltd is formed by Ministry of Information and broadcasting (GoI) with the primary objective of promoting the *good cinema movement*. NFDC is instrumental for creating an ecosystem to support the financing, distribution and development of independent films across the country.