

# Prasar Bharati CEO pitches for total digitisation

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Total digitisation is the answer to the problems faced by the Indian film industry said Jawhar Sircar, Chief Executive Officer of Prasar Bharati.

"The TV market is much bigger than films - only 20 per cent of the TV viewers watch films," he said during a session on "Conducive Policy Regime - enabler and facilitator for unlocking value to the Industry" on the second of the two-day Big Picture Summit organised by CII here last evening.

Mr Sircar also emphasised on the need for co-production between West Bengal and Bangladesh as Bengali is the fifth most spoken language in the world.

"Deeper synergies will take the Bengali film industry as a whole to greater heights," he said.

According to the Prasar Bharati CEO, dubbing popular TV programmes in regional languages will make things better.

To drive home his point, he cited the popularity of the Hindi version of the Discovery Channel.

He said, "while there are 170 million TV homes in India and that the use of smart phone has already crossed 185 millions. It is expected to rise up to 240 million within the next year."

Filmmaker Goutam Ghose demanded that censorship in films be scrapped, saying it is unconstitutional.

"If there is no censorship in theatres, TV or other popular media, why impose censorship on movies?" he said.

According to him, a separate ministry on Media and Entertainment is needed.

The other panelists in the session were Amit Khanna, Past Chairman, CII National Committee on

Media & Entertainment; Shoojit Sircar, Kamalleshwar Mukherjee and Indranil Roy Chowdhury.  
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