



“Centre announce financial help to films participating in prestigious awards.”

The National Film Development Corporation may be the next single-window stop for film-makers to obtain the requisite clearances for shooting their movies across India.

Speaking at an event organised by the CII on Monday, which was attended by nearly 500 representatives from the media and entertainment industry, minister of state for information and broadcasting Rajyavardhan Rathore said the move will make it easier to get the required permissions for shooting films.

In order to support the Indian film industry, the Modi government may also provide financial assistance to films participating in prestigious awards like Oscars, and film festivals like Cannes, to increase their chances of winning and to get them more exposure. According to Rathore, a proposal to this effect has prime minister Narendra Modi's 'in-principle' consent.

Various states and union territories, such as the Delhi government, are also in the process of facilitating a single-window clearance formulation for ease of making films in the capital.

Rathore said the information and broadcasting ministry is making efforts to boost the Indian media and entertainment industry, such as bringing in more FDI in news channels, as against the 26% allowed currently in uplinking of television news channels, as he spoke about the quality of news and training of journalists due to paucity of funds.

Lighting up hope for industry representatives, Rathore said, "There was a time when there was no news on private radio, but now, with Phase III expansion, this has changed," he said.

On the goods and services tax (GST), he said the government has been trying to encourage the opposition to partner and clear the GST Bill.

Prasar Bharati CEO Jawhar Sircar said broadcasters should look towards the huge number of smartphones to prepare for the future.

JS Mathur, special secretary, ministry of information and broadcasting, said the Prasar Bharti Board, which met recently, has decided to outsource various slots in Doordarshan to private parties to enhance quality and monetisation in the media and entertainment sector. The details of the proposal are being worked out by the Board.

According to him, the decision will be a huge boost to the animation sector, among others.