



Amit Khare inaugurates India Pavilion at Cannes

**There is a renewed focus on regional cinema: Amit Khare
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Mr. Amit Khare, Secretary, Ministry of Information & Broadcasting, Government of India, inaugurated the India Pavilion at Cannes Film Festival 2019. The inaugural event was hosted by Mr. Bobby Bedi, Indian Filmmaker and MD, Kaleidoscope Entertainment in the presence of Mr. Ashok Kumar Parmar, Joint Secretary, Ministry of Information & Broadcasting, Government. of India, Mr. Jerome Paillard, Executive Director, Marche Du Film Festival, Cannes Film Market, Mr. Prasoon Joshi, Writer, Poet and Chairman, CBFC, Ministry of Information & Broadcasting, Government. of India and Ms. Rima Das, National Award winning Indian Filmmaker and India's nominee for Oscar. The welcome address was given by Mr. Dilip Chenoy, Secretary General, FICCI.

With a delegation known to have done a lot of work with regards to the entertainment industry in India, the agenda is to showcase diversity in films of our country while furthering collaborations with filmmakers around the world. The India Pavilion will facilitate discussions on Indian cinema with the aim of forging an increasing number of international partnerships in the realm of distribution, production, filming in India, script development and promoting film sales and syndications. The focus this year is on the 50th Edition of International Film Festival of India that is held in Goa every year, the Film Facilitation Office that facilitates Single Window Clearance and the steps taken by the Indian government to combat piracy.

In his inaugural address Mr. Khare spoke about emerging trends with regards to the entertainment industry in India. "Firstly, a trend which is emerging now is a renewed focus on regional cinema. The second trend is the important role of state governments. States are coming forward to give incentives to shoot in their respective states. The third important trend is the strong focus on use of technology particularly in animation and VR. India with its growing software industry has done quite well in the technical scene." He said.

"It is home away from home", Mr. Prasoon Joshi said talking about the India Pavillion.

"I am very happy with the efforts of Ministry and FICCI to make India Pavilion a hub of not only ideas but execution too", Mr. Joshi added.

Jerome Paillard spoke about the participation of India at Cannes and said more and more people are looking to collaborate with India and Indian Filmmakers.

"We have started incentives for filming in India along with single window clearance. There is online information available for filmmakers across the world looking for co-productions", said Mr. Ashok Parmar

"Its mesmerizing here and Cannes has been a learning experience in journey of filmmaking for me. I must appreciate the efforts of the Government of India to promote regional content" Rima Das added.