



Research Unit

Press Information Bureau Ministry of Information and Broadcasting Government of India



International Film Festival of India (IFFI)

(Ministry of Information & Broadcasting)

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"IFFI and Indian cinema have carved out a niche for themselves on the global stage. As the biggest film festival of India, IFFI promotes an invigorating synergy between delegates from different nations and societies, united by cinema."

- Prime Minister Narendra Modi

Introduction to Film Festivals

Films are one of the most highlycharged and soul-stirring mediums to tell an impactful story and film festivals are the perfect places for these stories to come to light. A vital link in the chain of global film culture, film festivals are presentations, screenings and/or events organised by local governments, private institutions, film societies and/or art associations to showcase a wide variety of films to local audiences, cinephiles and film critics alike. The idea is to provide filmmakers the opportunity to showcase their art to a real live audience and to have their films reviewed by professional critics.

Founded in 1932 in Italy, the <u>Venice</u> <u>International Film Festival is the oldest</u> <u>film festival</u> in the world.² Initially known as the Esposizione d'Arte



Cinematografica (Exhibition of Cinematographic Arts), which was a part of that year's Venice Biennale, the second to be held under the aegis of the Italian fascist government. ³ In 1946, post-war France, the Cannes Film Festival took place for the first time and today, it is one of

¹ https://iffigoa.org/wp-content/uploads/2022/11/Official-Catalogue-International-Cinema-2022-1.pdf

² https://www.labiennale.org/en/history-venice-film-festival

³ https://www.britannica.com/art/Venice-Film-Festival

the most exclusive 'invite-only' international film festivals which takes place annually in Southern France.⁴ The Berlin International Film Festival was created for the Berlin Public in 1951, at the beginning of the Cold War, as a "showcase of the free world." Over 400 films of all genres, lengths and formats are shown in the various sections and special presentations of the Berlinale in Germany.⁶

These three film festivals - <u>Venice International Film Festival</u>, <u>Cannes Film Festival</u> and the <u>Berlin International Festival</u> (<u>Berlinale</u>) – are the most prestigious film festivals in the world and are known as the <u>"Big Three</u>." Bringing together new and diverse filmmakers, other top film festivals include <u>Sundance Film Festival</u> and <u>Toronto International Film Festival</u> (TIFF) from North America, <u>Melbourne International Film Festival</u> (MIFF) from Australia, <u>Busan International Film Festival</u> from South Korea, <u>International Documentary Film Festival Amsterdam</u> (IDFA) from Netherlands and <u>Locarno Film Festival</u> from Switzerland amongst others.

History of Indian Films

Dhundiraj Govind Phalke, better known as <u>Dadasaheb Phalke</u>⁸, released the first ever full-length feature film by name 'Raja Harischandra' in the year 1913 which was a sweeping success. It inspired a new generation of eager filmmakers and artists who pioneered the Indian film industry. Several new production companies emerged in the early 1920s. Films based on mythological and important historical facts and episodes from Mahabharata and Ramayana dominated the entire 20s.

Beginning of the Talkies

Talkies get their name from the recorded dialogue that played in sync with the images on screen. The first known public exhibition of projected sound films took place in Paris in 1900, but decades passed before sound motion pictures were made commercially practical. At first, the sound films which included synchronized dialogue, known as "talking pictures", or "talkies", were exclusively shorts. Indian Cinema witnessed a huge change both in technology and technique of film production in 30s known as the era of the 'Talkies.' A major milestone in this era was "India's first talkie, 'Alam Ara' that was directed and released by Ardeshir Irani in 1931. The film released in Hindi and Urdu and instantly set a fresh trend in the history of Indian Cinema. The decade of 30s witnessed the upsurge of music in Indian film industry that led to evergreen musicals like Indra Sabha and Devi Devyani, signifying the beginning of song-and-dance in films. Film Studios were established throughout Indian as film making emerged as the popular industry by the year 1935, demonstrated by the achievement of Devdas which attracted audience nationally. Bombay Talkies came up

⁴ https://www.festival-cannes.com/en/73-editions/history

⁵ https://www.berlinale.de/en/festival/profile/festival-profile.html

⁶ https://www.berlinale.de/en/festival/profile/festival-profile.html

⁷ https://www.google.co.in/books/edition/Film_Festivals/IMujCwAAQBAJ?hl=en&gbpv=0

⁸ https://www.academia.edu/36534884/DADASAHEB_PHALKE_A_CINEMATIC

⁹ https://www.thehindu.com/children/making-screen-history/article34029828.ece

in the year 1934 and Prabhat Studios in Pune had begun production of films meant for the Marathi language viewers.

From 1940s to Golden 1950s

The decades of 30s and 40s were chaotic period for India. The subcontinent was hit by the Great Depression, World War II, Freedom Movement and the Indo-Pak partition disasters. During that era, mainstream Indian movies were extremely escapists with a few filmmakers who focused on pertinent socio-political genres in their productions. 40s and 50s in Indian cinema was primarily the *era of songs and dance* with some of the classics from the two decades. It was the era that witnessed emergence of the 'playback singing and dubbing. Music became an imperative element in that era and singing stars such as Lata Mangeshkar, Asha Bhonsle, Muhamd Rafi, and Kishore Kumar conquered the Hindi film industry. The period from late 40s to 50s was viewed as the *Golden Age of Indian Cinema* by most film veterans. Fifties was mainly the most valued period in Hindi film industry glittered with gleaming directors and artistes with their individual signature skill and style.

Satyajit Ray's classic film 'Pather Panchali' released in the year 1953 proved to be a key breakthrough for Indian film industry globally that won the reputed Cannes award in the best film category and led to various international and domestic honours and awards. Several films from that era, like Bimal Roy's 'Do Bigha Zamin', Mehboob Khan's 'Mother India'(1957), Raj Kapoor's 'Shree 420' (1955) and 'Awaraa'(1951), Guru Dutt's 'Pyasa'(1957) and Kaagaz Ke Phool (1959), set new records at the box office. These films highlighted social themes dealing with working-class.

Decades of 1960s and 70s:

In the two decades, production of mega- budget movies alongside art films came into huge demand. The evergreen movies of 60s and 70s include Kamal Amrohi's *Pakeeza*, Raj Kapoor's *Bobby*, Ramesh Sippy's *Sholay*, *Hum Kisise Kum Nahin*, *Amar Akbar Anthony*, *Kabhi Kabhi*, and *Muqaddar ka Sikandar*. This action plus romantic era had its own shine including stars such as Rajesh Khanna, Sharmila Tagore, Dharmendra and Mumtaz. By the mid of 70s love stories gave way to the aggressive action themes about gangsters. Amitabh Bachchan conquered the silver screen with other male leads like Mithun Chakraborty and Anil Kapoor and female actresses like Hema Malini, Jaya Bachchan and Rekha for many years. On the other side, Hindi producers including Shyam Benegal , Kumar Shahani, Mani Kaul, Ketan Mehta and Govind Nihalani had the recognition of keeping alive Hindi parallel cinema all through 70s.

Era of 1980s and 1990s:

In the late 80s and early 90s, there was a remarkable move from gangster genres to romantic musicals. Movies like. A new class of stars emerged from these films

¹⁰ https://www.researchgate.net/publication/332751636 History and Evolution of Indian Film Industry

including Aamir Khan, Salman Khan, Shahrukh Khan, Sri Devi, Madhuri Dixit and Kajol. It was also the age of action and humour cinema and film stars such as Govinda and Akshay Kumar often cast for the particular genre. Mira Nair's *Salaam Bombay* (1988) won the <u>Camera d'Or at the 1988</u>¹¹ Cannes Film Festival and was listed for the Academy Award for Best Foreign Language Film. Shyam Benegal's *Bhumika*, Govind Nihlani's *Aaghat*, *Damul* (Prakash Jha), *36- Chowringhee Lane* (Aparna Sen) and Roja were some of the momentous films of 80s and 90s.

Rise of Regional Cinema:

The Indian Film Industry is the combination of several regional film industries that are distinct and patronised by leading regional languages, cultures and history of the geographical locations/ regions. The first Bengali Feature Film, Billwamangal, was produced in 1919, under the banner of Madan Theatre. With the arrival of the Talkies in 1931, the Indian Film Industry turned increasingly ethnic, regional and vernacular. The Bengali cinema has been dominated for over three decades now by Satyajit Ray, Mrinal Sen, Tapan Sinha and Ritwik Ghatak. The first talkie films in Bengali (Jumai Shasthi), Telugu (Bhakta Prahlad) and Tamil (Kalidass) were released in the same year i.e. 1931. 12 The first Guiarati film was a two-reeler entitled Mumbaini Sethani, released on April 9, 1932. The first talkie feature in Gujrati was Narsinh Mehto in 1932. Telegu cinema shot into the limelight in 1981 with K. Viswanath's Sankarabaranam which bagged the Golden Lotus for Mass Entertainer with Aesthetic Values. The first Assamese film was Jyotiprasad Agarwala's Joymati, released in 1935. According to the census of India in 1991, out of 144 regional languages of India, films were produced in about 30 languages wherein each of the larger languages supports its own film industries including Marathi, Tamil (Kollywood), Telugu (Tollywood), Bengali, Gujrati (Gollywood), Malayalam (Mollywood), Assamese and Kannada (Sandalwood) languages. 13

Film administration

Due to the "rapid growth in the popularity of cinematograph and increasing number of such exhibitions in India," a Bill was introduced in the imperial legislative council, in 1917. It recommended the creation of a law that would ensure both safety and the "protection of the public from indecent or otherwise objectionable representations." Thus, was born the Cinematograph Act of 1918, and, with it, film certification in India. The Indian Cinematograph Act came into effect in the year 1920, seven years after the production of India's first film 'Raja Harishchandra' directed by Dadasaheb Phalke. S.K. Patil Commission evaluated Indian film industry in 40s to assess its significance and status. According to the

¹¹ https://www.indianeagle.com/travelbeats/history-of-indian-films-at-cannes-film-festival/new-york-based-indian-filmmaker-mira-nairs-salaam-bombay-at-cannes-1988/

¹² Indian cinema: origin growth and major trends." By Shodhganga, chapter 2, p. 20. shodhganga.inflibnet.ac.in/bitstream/10603/97432/3/th-1824_ch2.pdf, (n.d.)

¹³ https://www.researchgate.net/publication/332751636_History_and_Evolution_of_Indian_Film_Industry

¹⁴ https://www.livemint.com/Leisure/j8SzkGgRoXofpxn57F8nZP/100-years-of-film-censorship-in-India.html

¹⁵ ibid

Commission's report, Indian cinema is an amalgamation of art, business and showmanship with its commercial value. The commission suggested institution of the Film Finance Corporation under the patronage of the Ministry of Finance. However, its recommendations were implemented much later in the year 1960s in order to give monetary assistance to competent filmmakers and producers across India.

After the 1947 independence of India, autonomous regional censors were absorbed into the Bombay Board of Film Censors. The Cinematograph Act of 1952¹⁷ reorganised the Bombay board into the Central Board of Film Censors. With the 1983 revision of cinematography rules, the body was renamed the Central Board of Film Certification.

Films Division¹⁸ was established in 1948 to articulate the energy of a newly independent nation. For more than seven decades, the organization has relentlessly striven to maintain a record of the social, political and cultural imaginations and realities of the country on film. It has actively worked in encouraging and promoting a culture of film-making in India that respects individual vision and social commitment.

Recent Developments in Films Administration

- The Cinematograph (Amendment) Bill, 2023 was passed by the Parliament amending the Cinematograph Act after 40 years as the last significant amendments in the Cinematograph Act, 1952 were made in the year 1984. The landmark bill aims to comprehensively curb the menace of 'Piracy' causing losses of Rs 20,000 crore to the film industry, based on certain estimates.
- Setting up of the Film Facilitation Office (FFO) at National Film Development Corporation (NFDC) – it is mandated to promote and position India as a preferred destination for filmmakers across the world and create an environment that eases filming in the country. FFO is India's single window clearance and facilitation mechanism for International and Indian filmmakers and also the online repository of filmic information.¹⁹
- The Film Facilitation Office has facilitated 120 international film makers from 27 countries to shoot in India, in last 5-6 years since its formation in 2015; domestic films only 70.
- Merger of Five Film Media Units into National Film Development Corporation (NFDC) through rationalization of infrastructure, manpower and other resources. This will ensure promotion, production & preservation of filmic content - all under one management. The vision of the new entity is to ensure balanced and focused development of Indian cinema in all its genres-feature films, including films /content for the OTT platforms, children's content, animation, short films and documentaries.
- The Best State Film Friendly award, given by the President of India. It is an invitation to all states to compete for this award, facilitate film shooting and reap benefits of shooting and filming in India.

¹⁶ https://mib.gov.in/sites/default/files/Report of Expert committee.pdf

¹⁷ https://legislative.gov.in/sites/default/files/A1952-37.pdf

¹⁸ https://filmsdivision.org/about-us.html

¹⁹ https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1770082

History of IFFI

Founded in 1952, soon after India's independence, IFFI was an embodiment of the values inherited from our freedom struggle. India's struggle for national liberation from the British was guided by the ideals of justice, liberty, equality and fraternity while values like non-violence, unity in diversity, solidarity to social life were paramount. The concept and theme of IFFI is rooted in "Vasudhaiva Kutumbakam," the phrase which exemplifies the Indian notion of non-violence and peaceful coexistence.

'Ayam bandhurayam neti gananā laghuchetasām, Udāracharitānām tu vasudhaiva kutumbakam'²⁰

The above extract from the Vedic scripture Maha Upanishad, means 'One is my brother and the other is not – is the thinking of a narrow-minded person. For those who are broad-minded, liberals, or noble people, the entire world is a one big family.'



1st Edition of International Film Festival of India 21

The first edition of IFFI was organized by the <u>Films Division</u>, Government of India, with the patronage of the first Prime Minister of India. Held in Mumbai from 24 January to 1 February 1952, the festival was subsequently taken to Madras, Delhi and Calcutta. In all it had about 40 features and 100 short films. In Delhi, the IFFI was inaugurated by Prime Minister Pt. Jawaharlal Nehru on 21 February 1952.

IFFI is the only film festival in South Asia that is accredited by the International Federation of Film Producers' Associations (FIAPF) in Competitive Feature Films Category. Since its inception in 1952, IFFI has been curating spectacular films from all over the world. Its goal is

 $^{^{20}\} https://\underline{web.archive.org/web/20140810105623/http:/iffi.nic.in/aboutus.asp}$

²¹ https://www.facebook.com/DirectorateOfFilmFestivals/photos/the-1st-edition-of-iffi-was-held-in-mumbai-from-24-january- to-1-february-1952-th/1583500838340631

to provide a single platform for ambitious filmmakers, cineastes, and industry professionals to have access to excellent cinema from across the world.

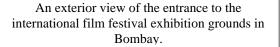
Since 2004, IFFI has moved to its permanent venue at Goa, where it is jointly organized each year by National Film Development Corporation (NFDC), Ministry of Information and Broadcasting, Government of India and Entertainment Society of Goa (ESG).

The IFFI aims to provide a common platform for the cinemas of the world to project the excellence of the film art; contributing to the understanding and appreciation of film cultures of different nations in the context of their social and cultural ethos; and promote friendship and cooperation among people of the world.

The IFFI's founding principles centre on discovery, promotion and support of filmmaking of all genres – thus bringing together the diversity of the forms, aesthetics and contents. The festival is an assembly of people and nations where the world's greatest film artistes hold hands with emerging talents on an equal footing. It is also a forum for film professionals to communicate face to face with film lovers around the world.

IFFI aims to nurture, encourage and inspire Indian cinema and introduce it to the world outside as well as the many audiences that coexist in this vast and diverse country. With rapid technology changes, the importance of this festival will only grow as it will bring viewers and filmmakers together and expose them to emerging technologies and the challenge of the emerging new media.







Shri R.R. Diwakar, Minister of State for I&B to meet the delegates to the I.E. Festival at Rashtrapati Bhavan, New Delhi on February 22, 1952.

Over the years, with each successful festival, new interactions are envisaged; new strategies to be formulated so that with each edition of the IFFI, the viewing experience is enhanced, enlarged and enriched.

IFFI's International Cinema section is an assortment of culturally and aesthetically remarkable films from around the world. It has kept its stature high by committing to promote art by

showcasing the international films of the year shortlisted by the eminent members associated with the Film Industry.



Entrance to the International Film Festival Grounds in Bombay.



Posters and stills exhibited in the Czechoslovakian stall of the international film festival exhibition in Bombay.

Golden Jubilee of IFFI

In 2019, the golden jubilee²² or the 50th edition of IFFI brought to the shores of Goa the best of recent International cinema, along with special sections such as Golden Peacock Retrospective, Debut Film Competition, Soul of Asia retrospective, Master Filmmakers collection, Festival Kaleidoscope section, Accessible Films for Differently Abled, World Panorama 2019, Filmmaker in Focus, Restored Indian Classics, ICFT-UNESCO Gandhi Medal competition, Retrospective of Indian New Wave Cinema, Konkani Film Package and Dadasaheb Phalke Award.

The 50th edition of IFFI also showcased fifty films of fifty women directors which reflect the contribution of women in cinema.

In order to celebrate the spirit of 50 Golden Years of International Film Festival of India, the Films Division had curated a package of 17 MIFF award-winning films made in the last 10 years. Movies that gained recognition internationally at various other film festivals like Cannes film festival, Venice film festival, Berlin international film festival, Mumbai international film festival, Sundance film festival, Busan international film festival were featured as part of the 50th edition.

The specially curated "Homage Section" paid tribute to 13 eminent individuals who had contributed to Indian cinema during their lifetime. Two-time Palme d'Or winner Ken Loach had a Retrospective Section at the festival.

²² https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1594043

IFFI 2021

The 52nd International Film Festival of India was held in Goa from November 20 to 28 in a 'hybrid manner' due to COVID-19. ²³ People were able to witness the festival online while the opening and closing ceremonies were organized in Goa, with a smaller audience.

The 52nd edition of IFFI was special in so many ways, as it marked various unique initiatives:

- <u>Collaboration with OTT platforms</u> Major OTT players such as Netflix, Amazon Prime, Zee5, Voot and Sony Liv participated at the Film Festival through exclusive master classes, content launches and previews, curated film package screenings, and various other on-ground and virtual events.
- Recognising 75 Creative Minds of Tomorrow to mark AzaadiKaAmritMahotsav
 A platform for young budding talent from across India to connect with mainstream cinema filmmakers and the industry. 75 creative minds (under 35 years) were invited to interact with industry leaders and attend masterclasses at the Festival.
- BRICS Film Festival Films from five nations forming BRICS were showcased through the BRICS Film Festival alongside IFFI. The five countries viz. Brazil, Russia, South Africa, China and India are also the Focus Countries of the 52nd IFFI.²⁴

IFFI 2022

The International Film Festival of India (IFFI) is one of the most coveted film festivals in Asia. With more than 3000 films produced in a year, <u>India is the largest film producer in the world</u> with an industry led by the private sector. IFFI showcases a collage of the best of contemporary and classic films from around the globe and welcomes an array of world-renowned filmmakers, actors, technicians, critics, academicians and film enthusiasts to celebrate Cinema and the Art of Filmmaking through its Screenings, Presentations, Master Classes, Panel Discussions, Coproduction, Seminars, etc.²⁵

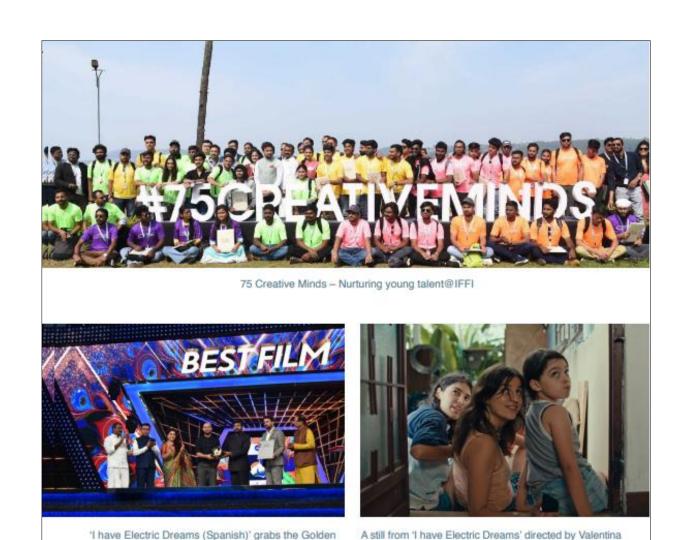
The <u>53rd edition of the International Film Festival of India</u> was held in Goa from November 20-28, 2022. Each year the festival is conducted jointly by the Directorate of Film Festivals (under Ministry of Information and Broadcasting) and the state Government of Goa. The IFFI jury consists of a steering committee headed by the Union Minister of Information & Broadcasting, Shri Anurag Thakur; and non-official members. **Further details on the jury members can be found <u>HERE</u>.**

For other latest updates on IFFI 2022, one can follow the official website -- $\underline{www.iffigoa.org}$.

²³ https://pib.gov.in/PressReleseDetailm.aspx?PRID=1680513

²⁴ https://pib.gov.in/PressReleseDetailm.aspx?PRID=1765632

²⁵ https://pib.gov.in/PressReleasePage.aspx?PRID=1765104



Satyajit Ray Lifetime Achievement Award to Spanish film director Carlos Saura

Spanish filmmaker Carlos Saura, who received the Golden Bear for Best Director at the Berlin International Film Festival for Deprisa Deprisa, along with two Silver Bears for La caza and Peppermint Frappe, a BAFTA for Carmen and three awards at Cannes, among several others, will be honoured with the Satyajit Ray Lifetime Achievement Award and an eight-film retrospective at IFFI 2022 in Goa.

Maurel (Costa Rica)

IFFI 53 paid homage to Lata Mangeshkar

Peacock for Best Film

The 53rd IFFI will pay Homage²⁶ to Melody Queen Lata Mangeshkar who passed away in Mumbai on 6 February this year, leaving behind a rich legacy of music. While the veteran singer's soulful songs are one too many, each excelling her own huge contribution to Indian cinema and culture, the festival has chosen Hrishikesh Mukherjee's 1973 musical drama film *Abhimaan* to pay tribute to the great artist.

²⁶ https://pib.gov.in/PressReleasePage.aspx?PRID=1875520

IFFI 2023

The 54th International Film Festival of India (IFFI) is beginning from November 20, 2023 at Panaji, Goa with a gala opening ceremony. The nine-day film festival, showcasing an eclectic array of world cinema to the audiences worldwide, is set to kick-start with the international premiere of *Catching Dust*, by award-winning British filmmaker Stuart Gatt.²⁷

Earlier, conveying his wishes to the film festival, Minister of Information and Broadcasting, Shri Anurag Thakur had said that in an age where technology continues to reshape the way we consume content, film festivals remain a testament to the enduring appeal of cinematic experience. "IFFI has become a perfect platform for establishing collaborations, joint productions and cutting—edge technology and IFFI has been growing every year due to the passion of our film makers and collaborations with directors and film makers," he said.



Some highlights of the 54th IFFI:

- **IFFI 54 receives 2926 entries from 105 countries:** This year, IFFI has received an overwhelming response with a total of 2,926 entries from 105 countries, which is three times more international submissions than last year.
- More than 270 films to be showcased at 4 venues of the festival: During the nine-day festival, more than 270 films will be showcased during the festival at 4 venues INOX Panjim, Maquinez Palace, INOX Porvorim, Z Square Samrat Ashok.
- As many as 13 World Premieres, 18 International Premieres, 62 Asia Premiers and 89 India Premieres will be screened during the festival.

²⁷ https://pib.gov.in/PressReleseDetail.aspx?PRID=1978012

- Also, 15 feature films (12 International films and 3 Indian films) will compete for the coveted **Golden Peacock award** this year.
- Besides, seven international films and three Indian films that reflect the ideals of UNESCO will also be featured in ICFT UNESCO Gandhi medal award session during the festival.
- The **17**th **Edition of the NFDC Film Bazaar** will have expanded scope of its verticals with a VFX & Tech Pavilion, introduction of Documentary & Non-Feature Projects/Films, the 'Knowledge Series' and 'Book to Box Office'. All in all, there will be more than 300 international film projects curated and showcased this year in the 17th edition of the Film Bazaar for production, distribution or sales.



- Filmmakers and artists from 19 states to be part of 75 Creative Minds of Tomorrow: The 75 participants have been chosen from a pool of over 600 applications based on their talents in the following crafts of filmmaking- Direction, Scriptwriting, Cinematography, Acting, Editing, Playback Singing, Music Composition, Costume-and-Makeup, Art Design, and Animation, Visual Effects (VFX), Augmented Reality (AR) and Virtual Reality (VR). There are 18 artists from the Direction category, 13 artists belong to the Animation, VFX, AR & VR category, and 10 from the field of cinematography.
- A CMOT Talent Camp is being organized to allow the participants to network with the representatives of the leading companies of India's Media and Entertainment sector, including production houses, AVGC companies, and studios, among others. At this recruitment drive, the participants will pitch their ideas/ concepts/ skills/ previous work to obtain an employment opportunity with Industry's leading names.

• 'Special Recognition for Contribution to Bharatiya Cinema' Award will be presented to iconic Bollywood actor Madhuri Dixit Nene at IFFI 2023, announced Union Minister of Information and Broadcasting, Shri. Anurag Singh Thakur through a post on X.²⁸



Michael Douglas: The prestigious Satyajit Ray Lifetime Achievement Award will be bestowed upon the renowned Hollywood actor and producer Michael Douglas at the 54th International Film Festival of India (IFFI). IFFI 54, a significant event in the global cinematic calendar, will be graced by the celebrated actor, accompanied by his spouse, eminent actress and philanthropist Catherine Zeta Jones and their son and actor, Dylan Douglas. The Satyajit Ray Lifetime Achievement Award, instituted in the 30th IFFI in 1999, is presented to individuals whose exceptional contributions have significantly enriched and elevated the world of cinema. Michael Douglas, a luminary in the film industry, has captivated audiences globally with his unparalleled talent and commitment to his craft.²⁹

New initiatives for 54th edition of IFFI:

• **Best Web Series (OTT) Award introduced:** A total of 32 entries have been received in 10 languages from 15 OTT platforms for Best Web Series (OTT) Award introduced this year. Certificates and a cash prize of 10 Lakhs will be given as prize money to the winning series, which will be announced in the closing ceremony.

²⁸ <u>https://x.com/ianuragthakur/status/1726527778823249985?s=20</u>

²⁹ https://pib.gov.in/PressReleasePage.aspx?PRID=1967329

- A Docu-Montage section featuring a mosaic of compelling documentaries from around the world has also been introduced this year to mark India's Oscar entry in the field and also to highlight the growing importance of documentaries in film making today.
- Also being introduced is a Restored Classics section featuring 7 world premieres of the world class restorations done by NFDC-NFAI under the National Film Heritage Mission (NFHM) from the damaged celluloid reels of the Indian Classics. Further, three international restored films will also be showcased in this section.
- **IFFI Cine-mela initiative** is another spectacular addition to the cinematic festivities, where IFFI attendees and even others such as locals and tourists not registered for IFFI, can also enjoy exciting activities while celebrating the magic of cinema, arts, culture, crafts and food.

Exciting 'Masterclasses' and 'In-conversation' sessions await this year's IFFI

As a testament to its commitment to nurturing emerging talent, IFFI will also host masterclasses, workshops, and panel discussions conducted by renowned industry stalwarts. Over 20 Masterclasses and In-conversation sessions with eminent filmmakers, cinematographers, and actors are lined up at this year's IFFI. The sessions will be held at the renovated and refurbished Kala Academy at Festival Mile, Panjim, Goa. Brendan Galvin, Brillante Mendoza, Sunny Deol, Rani Mukerjee, Vidya Balan, John Goldwater, Vijay Sethupathi, Sara Ali Khan, Nawazuddin Siddhiqui, Kaykay Menon, Karan Johar, Madhur Bhandarkar, Manoj Bajpayee, Kartiki Gonsalves, Boney Kapoor, Allu Aravind, Theodore Gluck, Gulshan Grover and other actors/filmmakers will be participating in the sessions this year.³⁰

An unparalleled opportunity for profound insights and meaningful discourse awaits as the legendary Hollywood Actor and Producer, Michael Douglas will have an exclusive Inconversation session on the topic 'Is It Time for One World Cinema?' The world-renowned Actor is also set to receive this year's prestigious Satyajit Ray Lifetime Achievement Award at IFFI.

This innovative method of 'Masterclasses' and 'In-conversation' sessions offer a once in a lifetime opportunity for film buffs to explore the different disciplines of filmmaking through self-reflection, memories and conceptual interventions by world-class Masters/experts.

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³⁰ https://pib.gov.in/PressReleseDetail.aspx?PRID=1978037

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- Website of IFFI Goa
- International Federation of Film Producers Association
- Leading film markets worldwide from 2007 to 2018, by number of films produced
- Silent knights and item songs
- <u>Report of The Indian Cinematograph Committee 1927-1928</u>. Superintendent Government Press Limited. 1928.
- <u>Films in Review</u>. Then and Their Media, LCC. 1986. p. 368. And then I had forgotten that India leads the world in film production, with 833 motion pictures (up from 741 the previous year)."
- Tweet by Chaitanya K Prasad, Director, IFFI https://twitter.com/Chatty111Prasad/status/1460072763339657216?s=20
- PIB Press Release on <u>52nd IFFI announces Line up of films selected for Debut Competition</u> dated 13th November 2021
- PIB Press Release on <u>Indian Panorama Announces Official Selection for 52nd IFFI, 2021</u> dated 6th November 2021
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- PIB Press Release on <u>Union Minister Shri Anurag Singh Thakur makes Major Announcements for 52nd</u> International Film Festival of India to be held in Goa
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