

Media Accreditation Policy for the 56th International Film Festival of India (IFFI) 2025

1. Introduction

If your heart races at the sight of a film reel and you can't help but get lost in a great story, you're already on the right track. At IFFI, we believe that everyone's passion for cinema deserves a chance to shine. We want to make sure that great films reach every corner of the world — and that's where you come in!

Whether you're a journalist with a knack for uncovering hidden gems, a film blogger, or a social media influencer helping to spread the love for cinema through your platforms, you play a crucial role in sharing the magic of film with the public.

So, if you're ready to dive into the world of IFFI and help bring these incredible films to audiences far and wide, check out the guidelines below and become a Media Delegate.

Let's make sure every story gets its moment in the spotlight!

2. Eligibility

a. Age Requirement:

Applicants must be **at least 18 years of age** as of **January 1, 2025**.

b. Professional Requirement: (Refer to [Annexure A](#) (hyperlink) for detailed category-wise guidelines to help you select the correct category for registration.)

i. Print / Electronic Media:

Applicants should meet **any one** of the following criteria:

i) **Accredited by Press Information Bureau (PIB) or State Government.**

OR

ii) Employed with a recognized Media House / Publication,

OR

iii) A Creator / Writer / Photographer / Videographer with at least 10 pieces of content related to *films, culture, lifestyle, or art* published or produced on a recognized platform during the years 2023, 2024, and 2025.

- ii. **Digital Media:** (Click here for [Definition of Digital Media](#) hyperlink the definition as below)

Definition:

Digital media includes either a **web portal** or **social media platform** (institutional or individual) that hosts information for **public dissemination**.

It encompasses any **website** through which people access digital information — text, video, audio, or graphic or **digital/ social media handles** (such as X, Facebook, YouTube, Instagram, or Telegram) that may also direct audiences to web-based platforms.

Digital media content creators excel in producing original and engaging content — including tweets, reels, videos, and other creative formats — across these platforms. Their work reaches diverse audiences and builds a follower or subscriber base that allows them to communicate and influence effectively at scale.

Digital Media Entities must be actively engaged in **content creation** in the relevant field for which the accreditation process is being carried out by PIB — specifically **film and entertainment** for IFFI.

- i) **Web Portals:**

- a. Active and consistently engaged in information dissemination in the relevant field for **at least two years**.
- b. Demonstrated **substantial engagement** and sustained presence in the digital space.
- c. Must have a record of **organic traffic** to their web portal.

ii) **Social/ Digital Media Platforms:**

Applicants must demonstrate a **consistent focus on film, art, lifestyle, or culture-related content** over the past two years.

a. **Minimum Follower / Subscriber Base:**

- **Hindi-language platforms:** 50,000 subscribers/ followers
- **English-language platforms:** 30,000 subscribers/ followers
- **Other regional languages:** 10,000 subscribers / followers
- **Less-spoken languages or dialects:** Applicants with a smaller following (below 10,000) may be considered for accreditation at the **discretion of the Competent Authority**.

Note:

*Applicants are responsible for providing accurate engagement metrics. PIB will verify the data, and **any significant discrepancies** may result in **rejection of the application**.*

3. Documents Required (Please refer to [Annexure B](#) (hyperlink) for detailed specifications and format requirements.)

4. Registration Process

a. **Online Application:**

Complete the registration process online by filling in the following sections through the [Registration Link](#) (hyperlink).

- i. **Personal Information** (Mandatory)
- ii. **Media Details** (Mandatory)

iii. **Additional Information*** (Optional)

b. **Supporting Documents:**

Upload all relevant documents as specified in [Annexure B](#) (hyperlink) to support your application.

c. **Application Deadline:**

All applications must be submitted **on or before 5th November 2025**. Please note that **no applications will be accepted after the deadline**. Ensure you provide an **active mobile number and email ID** to enable communication regarding accreditation status and related updates.

5. Complimentary Certificate Film Appreciation Course by FTII

Still wondering why you should register early when there's a deadline? Here's a reason you won't want to miss! The first few accredited media delegates **will get an exclusive opportunity to secure a spot in** the Complimentary Certificate Film Appreciation Course conducted by the prestigious Film and Television Institute of India (FTII) **on 18th November 2025 in Panaji, Goa**. Preference will be given to those who have not attended a previous edition of this course. By registering early, you not only beat the rush but also gain access to exclusive insights and networking opportunities before the IFFI 2025 celebrations begin.

Register Here (hyperlink) and make your IFFI experience even more rewarding!

Note:

The "Additional Information" section is optional and is intended to record your interest in covering specific events such as the *Red Carpet, Opening and Closing Ceremonies*, and the *Film Appreciation Course*.

ANNEXURE A

1. Who can register as a Media Delegate?

- a. Journalists and media professionals working with newspapers, journals, magazines, television, or radio, as well as photographers and videographers associated with print or electronic media platforms.
- b. Digital/ Social Media content creators with active presence on Websites and Social Media Platforms.

2. Accreditation Categories

- a. **Correspondent – Journalist/ Reporter/ Digital/ Social Media Content Creator, and not handling Equipment**
 - May be allowed to book five tickets every day
 - May not be allowed to carry Heavy Camera Equipment
- b. **Correspondent – Journalist/ Reporter/ Digital/ Social Media Content Creator/ Photo and handling Equipment**
 - May be allowed to book four tickets every day
 - May be allowed to carry Heavy Camera Equipment
 - May be allowed to carry hand-held devices (e.g. gimble) for festival coverage.
 - Prior consent of festival guests may be sought for videography via hand held devices.
- c. **Photographer/Videographer – Media Professionals Handling Equipment -**
 - May be allowed to book four tickets every day
 - May be allowed to carry Heavy Camera Equipment
 - May be allowed to carry hand-held devices (e.g. gimble) for festival coverage.
 - May be allowed to cover Red Carpet at Festival Venue, Opening and Closing Ceremony Red Carpet and screening venues for specified events subject to

location limitations. 3) Correspondent and Person Handling Digital Equipment - Handling both writing and visual coverage

- May be allowed to book four tickets every day
- May be allowed to carry hand-held devices (e.g. gimble) for festival coverage.
- Heavy Camera Equipment not permitted.
- Special Access to Red Carpet at Festival Venue, Opening and Closing Ceremony Red Carpet not available.
- Prior consent of festival guests may be sought for videography via hand held devices.

Note:

*Dual accreditation is **not permitted**. Each media delegate may register under **only one media category**. Please select the **primary category** you will represent during the festival.*

3. General Instructions:

- a. Ensure that all information and documents submitted are **accurate and complete** to avoid rejection of accreditation.
- b. All **Press Conferences, Masterclasses, In-Conversation sessions, and Movie Screenings** will generally be open for coverage, unless explicitly specified otherwise.
- c. All **ticketing rules** applicable to General Delegates will also apply to Media Delegates, including the **no-show policy, as determined by IFFI**.
- d. For each screening, a specific number of seats **are reserved exclusively for Media Delegates under a dedicated** Media quota. Any un-booked seats in the Media quota will be released to the General Pool (open to all delegates) **120 minutes before the screening begins**. Media Delegates may book tickets from both the Media quota and the General Pool, providing flexibility in securing seats for screenings.

- e. **Film Screenings, Masterclasses, and In-Conversation sessions**, all media professionals wishing to attend must **mandatorily book tickets**. Details for other events will be shared on the **Media WhatsApp Group** maintained by PIB. Ensure that you are **added to the WhatsApp Group** post-accreditation.
- f. Coverage of the **Opening and Closing Ceremonies** will be restricted to the **Official Event Management Team and Doordarshan**. Short clips and photographs of these events will be made available to media delegates on the same day.

ANNEXURE B

- **Identity Proof**

- Aadhaar/License/Passport/Voter ID
- Passport Size Photograph (Size specifications)

- **Professional Identity Proof**

CORRESPONDENT – JOURNALIST/ REPORTER/ DIGITAL/ SOCIAL CONTENT
CREATOR NOT HANDLING DIGITAL EQUIPMENT/ PERSON HANDLING
DIGITAL EQUIPMENT - PHOTOGRAPHER/ VIDEOGRAPHER

- 1) PIB/State Government Accreditation Card
- 2) Organizational ID/ Editor's Nomination Letter OR Self Declaration for freelance media persons.
- 3) Word File (to be uploaded) of at least 10 articles/ links/photographs of content related to films/art/lifestyle/culture written/captured by you during the years 2023, 2024, and 2025.

- **DIGITAL MEDIA**

- 1) Screenshot of Home Page to Digital Content. (The Channel or handle should be active in the given name continuously for a period of two years i.e. from 10th October 2023 till the date of application)
- 2) Applicant must provide Engagement Rate of account/handles/channels
- 3) At least 10 links (pasted on word file) of content created relating to films/art/culture/lifestyle in recent two years.

- **For Foreign Nationals**

1) V a l i d J Visa (pdf)

Please provide a valid mobile contact number and email ID for further communication for accreditation purposes.

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ANNEXURE C

Media House Letterhead

Nomination Letter for Visual Coverage of Opening / Closing Ceremony/ Red Carpet of 55th International Film Festival of India, (IFFI 2024)

Date:

To,

The Director General

Press Information Bureau

Mumbai

Subject: Nomination of Camera Person/Photographer for Opening / Closing Ceremony
Red Carpet Coverage of 55th International Film Festival of India, IFFI

We, (Media House Name), are pleased to nominate:

- 1) (Camera Person/Photographer's Name)
- 2) (Camera Person/Photographer's Designation)
- 3) (Camera Person/Photographer's Email ID)
- 4) (Camera Person/Photographer's Mobile Number)

to cover the upcoming red carpet event scheduled for Opening Ceremony / Closing
Ceremony (✓) at IFFI 2024, Goa.

We acknowledge that only one media representative from our organization is be deputed to cover the opening/ closing ceremony red carpet event. Should there be any changes in the nominated media personnel, we will let you know at the earliest.

Best regards,

Signature

Editor-in-Chief

Media House Stamp: