

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2556
ANSWERED ON:18.12.2003
DUBBING OF INDIAN FILMS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the National Film Development Corporation (NFDC) propose to dub certain good Indian films in foreign languages;
- (b) if so, the details thereof; and
- (c) if not the reasons for not exploring the high potential for Indian films globally?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) & (b) National Film Development Corporation has been sub-titling Indian films in various foreign languages for the foreign markets. The next step envisaged by NFDC would be to consider release of dubbed versions of Indian films, especially in those countries where the Indian diaspora is large in number. At present dubbing is usually done in private studios by owners of film software.

(c) In order to promote the export of Indian films, several initiatives have been taken up by the Government:

In order to facilitate a greater flow of institutional finance to the film industry, a Notification dated 16.10.2000 was issued by the Ministry of Finance whereunder `entertainment industry, including films` has been specified as an approved activity for extending loans under the Industrial Development Bank of India (IDBI) Act. Consequently, Industrial Development Bank of India has been facilitated to advance film finance.

Reserve Bank of India has formulated guidelines for financing film production.

The Foreign Direct Investment Policy of the Government in the film sector was liberalized in 2002 with FDI now being permissible on the automatic approval route up to 100%, without any other conditions. This has been done to encourage foreign firms to enter into the production, distribution, exhibition sector of the film industry.

During the years 2001, 2002 and 2003, Indian industry participation in the Cannes Film Market was facilitated by setting up a pavilion / stalls in a common area.

During June 2001, the Minister for Information and Broadcasting led a 35- member delegation from the Indian Entertainment Industry to USA and Japan to show case internationally the achievements and potential of the Indian Entertainment Industry and to explore fresh avenues for business development.

A large delegation of Indian Film Exporters led by National Film Development Corporation Ltd. participated in the film market in Hong Kong, which took place in 2002 and 2003.

A package of 30 Indian films called `Indian Summer` was shown as part of the prestigious Locarno International Film Festival held in Switzerland in August 2002.

During the last two years along with the International Film Festival of India, a Film Bazaar was set up by the Government to provide a platform for interaction between Indian film industry and international buyers and sellers.

A special Plan scheme has been included in the 10th Plan, the Ministry of Information and Broadcasting has set aside a budget to participate in film markets in India and abroad.

The Directorate of Film Festivals through the Cultural Exchange Programmes and participation in various film festivals plays an important role in increasing the visibility of Indian films abroad. The increased visibility translates into greater demand for Indian films and promotes export earnings.

In order to bring about a receptive investment regime in the entertainment sector, within India, which would in turn allow for better corporate practices in the sector, a Committee has recently been set up to suggest a strategy to facilitate the flow of venture capital into the sector.