

PAPERS TO BE LAID ON THE TABLE OF RAJYA SABHA/LOK SABHA

AUTHENTICATED

NEW DELHI
DATE



(MANISH TEWARI)

MINISTER OF STATE (I/C)

FOR INFORMATION & BROADCASTING

MINISTRY OF INFORMATION & BROADCASTING

MANISH TEWARI
(मानिश तिवारी)
Minister of State for
Information & Broadcasting
(Independent Charge)
किसी विभाग, माहिती व प्रसारण
Govt. of India, New Delhi

Review by the Government on the working of
National Film Development Corporation Limited
For the year 2012-2013

1. National Film Development Corporation Limited is a Public Sector Undertaking established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian Film Industry and foster excellence in cinema. Over the years, NFDC has provided a wide range of services essential to the growth of Indian Cinema. The NFDC (and its predecessor the Film Finance Corporation) has so far funded / produced over 300 feature films. These films, in various Indian languages, have been widely acclaimed and have won many national and international awards. It is also exploring ways and means to develop audience and distribute critically acclaimed cinema to the niche audience.
2. NFDC also aims to promote the growth of Indian Cinema through other activities such as Script development, promotion of films made by independent filmmakers in markets abroad, and creation of platforms for greater interaction between Indian filmmakers and members of the film fraternity abroad through the Film Bazaar organized by NFDC alongside the International Film Festival of India in Goa since November, 2007. NFDC consider itself responsible for facilitating growth in areas of the Indian film industry, which cannot be undertaken by the private sector due to commercial constraints. In a fast-growing industry like India's, new challenges emerge at every stage. NFDC aims at stepping into these areas and filling the gaps to supplement the efforts of the industry.
3. After more than a decade of recurring losses and declining turnover, NFDC was notified as a Sick PSU in 2008 by BRPSE. Government of India revived NFDC, accepting revival package submitted by the company, in September 2010 by converting its existing loans into equity and infusion of Rs.300 Lakhs fresh equity. After that, the performance of the company has improved in the last four years. The

22

turnover of the company has increased from INR 17.31 Crores in FY 2008-09 to INR 251.06 Crores in 2012-13, resulting in CAGR of 263% over four years. The profitability of the company multiplied manifold from a loss of INR 10.30 Crore in the FY 2008-09 to a profit of INR 8.31 Crores in the FY 2012-13.

4. During the year under review, NFDC was able to make rapid inroads in the various its business verticals of film production, production of advertisement; short and corporate films for government and other clients, Film Exhibition, Film Bazaar, Trainings in Digital non linear Editing; Cinematography, Sub-titling etc.
5. In the area of Film Production, Corporation has taken up a number of film projects under the Eleventh Five Year Plan Scheme of 'Film Production of films in various Indian languages'. During the year 2012-13 five films projects were completed by NFDC under the above plan scheme. Some of the outstanding achievements accomplished by the films produced/co-produced by NFDC in the Financial Year 2012-13 were as follows:
 - a. "The Lunchbox", co-produced by NFDC along with Anurag Kashyap Films, Dar Motion Pictures, ROH Films (Germany), ASAP Films (France), Ciine Mosaic (USA) received the prestigious Cannes Rail d'Or Award at the Cannes International Film Festival 2013 where it was screened as part of the International Critics' Week.
 - b. Punjabi Film "Quissa", co-produced by NFDC and Heimat film of Germany is the first officially recognized film under the Co-production Agreement between the Government of India and the Government of Germany. The film also boasts of co-producers from Netherlands and France.
 - c. NFDC's own productions "The Good Road", a Gujarati film, won the National Award for Best Feature Film in Gujarati in 2013.
 - d. NFDC's own productions "Kaliyachan", a Malayalam film , won the National Award for Best Music Direction. The film also bagged three State Awards for Best Background Music, Second Best Actor for Manoj K Jayan and the Best Debut Director for Farook Abdul Rahaman.
6. Ministry of Information and Broadcasting took a policy initiative in 2009 and authorized NFDC to carry out media campaign on behalf of various ministries along with DAVP. NFDC since then accelerated its presence in the business and achieved a turnover of INR 17,442 lakhs in the FY 12-13 in comparison to a turnover of INR 4400 lakhs in FY 2009-10.

7. NFDC remained vigilant on the Total Customer Satisfaction. During the year, Government Clients gave an average of 4.82 marks (Excellent) On a scale of 5 to NFDC on Customer Satisfaction
8. NFDC successfully released 30 titles in DVDs in 2011-12 under the brand, "Cinema of India". This process was carried on to the financial year 2012-13 as well and saw the release of another 34 titles in DVD and VCD format. This list included the highly acclaimed title, "Gandhi" by Sir Richard Attenborough, "Train to Pakistan" by Pamela Rooks etc. The Year also saw the release of NFDC's new films "Maya Bazaar", "Anhey Ghorey Da Daan" and "Gangoobai".
9. Film Bazaar India, set up by NFDC in 2007 with the objective of creating a production and sales platform that would ensure greater visibility of Indian cinema across world markets. In 2011, the market was expanded to cater to the needs of cinemas of South Asia. The event has now become a regular feature on the International Market calendar for the International film industry. From a tentative start in 2007 with 170 delegates, Film Bazaar in 2012 saw the attendance of 712 delegates from 33 countries. Film Bazaar, in addition to other activities, also features co-production market, Screen Writing Labs, Knowledge Series etc.
10. The performance of the Company in terms of MOU signed with the Government of India, Ministry of Information & Broadcasting for the financial year 2011-12 has been rated as "EXCELLENT". For the Year 2012-13, the performance of the company is poised to receive "EXCELLENT" rating again.
