

Round Table on Media & Entertainment (Focus: Odisha Film Policy)
March 30, 2019

A round-table on Media and Entertainment focusing Odisha Film Policy was organized by FICCI at Hotel Trident, Bhubaneswar on March 30, 2019. Senior officials of Odisha Government and various key stakeholders from the media and entertainment industry from within the state and outside participated in the roundtable and shared their valuable inputs. Various incentives announced in the Odisha Film Policy to promote Odia films and create a conducive eco-system for production of films in the region were discussed in the roundtable.

Ms. Monica Nayyar Patnaik, Co-Chairperson, FICCI Odisha State Council and Governing Body Member- FICCI National Media and Entertainment Skill Council delivered welcome address and lauded the efforts by Industries Department of Odisha Government to come up with the Film Policy which would help enhancing the quality of Odia films and promote the state's rich culture and heritage through cinema. As industry's voice for policy change, FICCI would help disseminating key highlights of the policy and give a boost to film making in the state, she said.

Mr. Satyabrata Tripathy, Chairman of Odisha Film Development Corporation (OFDC) said, Odisha is the first state to declare film sector as an industry and the state government aims at facilitating development of this sector through creation of appropriate framework of policy and infrastructure. He suggested for a joint effort of the government and members of the industry for successful execution of the policy to achieve the key objectives.

Delivering keynote address, Principal Secretary, Industries Department, Government of Odisha Mr. Sanjeev Chopra said, the Odisha Film Policy has been the most comprehensive and attractive policy by any state in India so far in the sector. It has focused on four prime objectives – produce good Odia films, improve screen density, promote film tourism in the state and highlight Odisha as a preferred destination for film shooting.

Managing Director of OFDC Dr. Nitin B. Jawale made a detailed presentation of the Film Policy mentioning various incentives and other key focus areas including certain investment opportunities in the sector.

Film personalities from different parts of the country including actor-producer Mr. Sanjay Suri from Mumbai film industry, film maker Mr.Himansu Dhanuka from Kolkata and producer-director from Kerala Mr. Sabu Cherian and Odia film industry veterans like, Mr. Manmohan Mahapatra, Mr. Sidhant Mohapatra, Mr. Akshay Parija, Mr. Dillip Mishra, Mr. Jugal Debata, Mr. Deepak Samantray and Mr. Ashok Mohapatra shared their views and valuable inputs on the film policy.

The state government shared the draft operational guidelines of Odisha State Film Policy 2019 among the participants of the roundtable inviting their feedback / suggestions to further improvise the policy and ensure promotion of the Odia film industry.