

FICCI, under the aegis of its “**Anti-piracy Coordination Cell**” organized an “Industry Consultation on Ministry of I&B Task Force Recommendations on Piracy” on October 17, 2011 at Hotel JW Marriot, Mumbai in collaboration with US Embassy. The objective of the conference was to discuss the recommendations of Ministry of I&B Task Force and to see how best those could be executed so as to curb the menace of Piracy.

Mr. Yash Chopra, Chairman, FICCI-Entertainment Committee & Yashraj Films Pvt. Ltd. gave the welcome address on behalf of FICCI. He highlighted that the issue of piracy is not new and it was 32 years back when he first witnessed piracy of his movie Kala Patthar in year 1979 when people stopped going to theaters to see the movie. Such an act not only leads to huge losses met by the producers but also leads to tax losses to Government exchequer. He mentioned that Piracy should be taken up on priority and should be equated at par with other crimes such as rape, murder, theft, robbery etc.. He highlighted that one of the sources of piracy is the Laboratories. He apprised that one of the strategic steps taken by producers is to release the movie in maximum number of theaters. He urged the Government to take stricter actions which can thus act as deterrence to the prospective pirates. **Ms. Teresa Rea**, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office also delivered the address and keynote address was given by **Ms. Nina Lath Gupta**, Managing Director, National Film Development Corporation. Ms. Nina apprised the audience on the future action points that Ministry of I&B proposes to undertake. Some of the initiatives which Government intends to undertake are mentioned below:

- In the forthcoming 12th plan, the Ministry of I&B proposes to introduce a scheme and intends to set aside specific funds to enable awareness in close association with Industry to make user aware not only about the economic impact of Piracy on film industry but also on the criminal aspects of Piracy
- Government is planning to launch an multi media campaign for generating awareness on Piracy which would be activated from April next year
- Ministry of I&B has put forth the proposal to the planning commission for the 12th five year plan to set up an R & D cell which should be able to anticipate what are the challenges that are going to rise in respect to the film sector and how to deal with those challenges and also find the solutions to tackle such problems.

FICCI has prepared the report and submitted to Government, which contains the list of recommendations.

If you wish to get a copy of the report, kindly contact us.