

National Film Archive of India
Ministry of Information and Broadcasting

Press Note

NFAI Conducts Industry Stakeholder Consultation Meeting in Hyderabad for NFHM

The National Film Archive of India (NFAI) conducted a consultation meeting with industry stakeholders in Hyderabad on 2 September, 2016 to discuss and seek suggestions about the ongoing National Film Heritage Mission (NFHM). The meeting was attended by key players of the industry, including producers, production houses, content owners, representatives of various film associations and film historians.

NFHM aims at the Preventive Conservation of film reels, Digitization, Restoration, Preservation, training and capacity building in the field of film archiving and creation of state-of-the-art archiving facilities at Pune. Seeing these valiant objectives and the mammoth volume of film material available in the country, NFAI organized stakeholder consultation meetings across India, starting from June, 2016. “The aim of these meetings is to seek suggestions from the film industry so that the project can be implemented successfully. NFAI seeks to bring in industry perspective and expertise, as the success of the mission depends on an effective synergy with the industry”, said Shri Prakash Magdum, Director, NFAI. He said, “These consultation meetings would help NFAI in creating the future roadmap and adopting best practices from the industry, so as to implement the mission as per global standards. We intend to hold few more consultations in order to cover all regional film industries, so that NFHM would be representing every aspect of Indian cinema”.

Speaking on the occasion, Shri Santosh Ajmera, Officer on Special Duty, NFHM said, “The aim of these meetings is to discuss areas of interest and concern, including but not limited to the content collection policy of NFAI, public-private partnership for NFHM, means of

content access post digitization and the optimum parameters to be used for film selection and prioritization. NFAI has already held such meetings in Mumbai, Chennai, Bangalore and Thiruvananthapuram which saw the participation from film production houses, film historians, film labs, individual directors and producers, film associations and bodies etc.”

To name a few participants, eminent personalities including Shobu Yarlagadda (producer of *Bahubali*), Ravi Shankar Kantamneni (Teluguone) and C Kalyan (Telugu Film Chamber of Commerce) were present at the Hyderabad consultation meeting. The meeting also saw representation from Annapurna Studios, Suresh Productions, Sri Sarathi Studios and the Telugu Film Producers Council.

Further to these meetings, Shri Prakash Magdum requested the general public to contribute to the mission in any way big or small. "We appeal to film lovers and enthusiasts to help NFAI in tracing and acquiring rare film footages and other material like film posters, still photographs, song booklets, lobby cards etc. so that it can be preserved for posterity", said Shri Magdum.



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The NFHM Stakeholder Consultation Meeting in progress