

National Film Archive of India
Ministry of Information and Broadcasting

Press Note

**NFAI Conducts Industry Stakeholder Consultation Meeting in Guwahati
for NFHM**

The National Film Archive of India (NFAI) conducted a consultation meeting with industry stakeholders in Guwahati on 20 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”.

The focus 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, Thiruvananthapuram and Hyderabad 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 Shri Jahnu Barua, renowned filmmaker and a High Level Committee member for NFHM, and Shri Parthajit Baruah were present at the Guwahati consultation meeting. The meeting saw representation from Artha Films and the Government of Assam as well.

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.



Shri Jahnu Baruah and Shri Prakash Magdum participate in the consultation meeting



The NFHM Stakeholder Consultation Meeting in progress at Guwahati