

No. 3/4/2016-S(AC)
GOVERNMENT OF MANIPUR
SECRETARIAT : ART AND CULTURE DEPARTMENT

Imphal, the 15th May, 2017

To,

✓ The Director (Art & Culture),
Manipur.

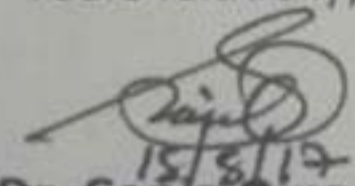
Subject: - "Manipur State Cine Policy, 2016"

Madam,

In inviting a reference to the above subject, I am to forward herewith the notification of "Manipur State Cine Policy, 2016" (copy enclosed). And you are requested to kindly upload the draft notification for "Manipur State Cine Policy, 2016" in the official website of the Art & Culture Department for necessary action.

Encl: - As above

Yours faithfully,



(Dr. Sonia Oinam)

Under Secretary (Art & Culture)
Government of Manipur

GOVERNMENT OF MANIPUR
SECRETARIAT: ART AND CULTURE DEPARTMENT

Imphal, the 15th May, 2017

Notification

No.3/4/2016-S(AC).- Whereas, the State Government has decided to lay down a Policy namely 'the Manipur State Cine Policy, 2016' to induce domestic industrial structure of Cinema in Manipur to a certain size and to reorganize it as a 'Creative Economy', a combination of Industry, business with culture and for opening a new Chapter of Cultural Industrialization;

And whereas, the said draft policy was approved by the State Cabinet on 3-11-2016;

Now therefore, in pursuance to the above, the said draft policy is hereby published for information of all concerned likely to be affected thereby and notice is hereby given that the said draft Policy shall be taken into consideration after expiry of a period of 30 days from the date of its publication in the Official Gazette;

Objections or suggestions, if any, may be addressed to Secretary, Manipur State Film Development Society, Palace Gate, Imphal or by e-mail at mfdc_manipur@yahoo.com;

Any views or suggestions, which may be received from any person with respect to the said draft Policy before the expiry of the period, so specified, shall be considered by the State Government.

"Manipur State Cine Policy, 2016"

The Cine Industry in Manipur offers a unique and fascinating story, all the more because it was largely unexpected. Due to its concentration within a limited cultural and linguistic domain, the growth of Cinema in Manipur faced a series of obstacles. Despite these hurdles, the vital question is how the industry generates various talents that cater to the art of entertainment in our state by crafting a self-sufficient market of its own with 100 per cent of the cost of production covered by domestic revenue.

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The thirst of generations of patronages and enthusiasts to produce Cinema, since the time of the erstwhile princely state of Manipur, with – MAINU PEMCHA – in early 1940's which never saw the light of the day, was materialized with KT Films' – MAIPAK, SON OF MANIPUR – in 1971. KT Films' – MATAMGI MANIPUR marked the birth of Feature Cinema in Manipur in 1972. Since then production of cinemas became a regular feature, with one or two films being produced in the state.

Inspired by the cinematic happenings, the Government of Manipur, sensing the necessity to establish an agency dedicated for overall development of Cinema in Manipur, initiated to set up the Manipur Film Development Council in 1980.

A new possibility of presenting Manipur Cinema to a global audience was created in 1982, by X Cine's – IMAGI NINGTHEM – a film scripted by MK Binodini, directed by Aribam Syam Sharma and produced by K. Ibohal Sharma, by succeeding to garner the Grand Prix award at the Festival of Three Continents, Nantes, France.

In 1987, the Manipur Film Development Council was upgraded to Manipur Film Development Corporation Limited. As the conceptual frame of the Corporation was focused on protectionism only, the agency cannot effect to transform Cinema into a Cultural Industry.

LAMMEI – a feature film in video format was released for public show at M/S Friends' Talkies, Imphal in 2002. After its successful response, the film community started producing and screening of cinemas using the digital technology. This marks the birth of the Second Generation Cinema in Manipur. It is worth mentioning that after the introduction of and becoming familiar with the new Technology, the Film Industry in Manipur is becoming a self-supportive Cine Settlement. Digital Technology enables Film makers to produce cinemas suitable for the market in a shoe string budget. Consequently, besides producing more number of cinemas, many films of excellence has partake in and competed in the National and International festivals and have also brought laurels to and for the State. To induce domestic industrial structure of Cinema in Manipur to a certain size and to recognize it as a 'Creative Economy' – a combination of Industry, business and culture, an active Cine Policy is required for opening a new chapter of Cultural Industrialization.

Hence, the Policy,

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1. **SHORT TITLE**

- 1) These may be called the Manipur State Cine Policy, 2016.
- 2) It shall come into force from the date of publication in the Official Gazette.

2. **DEFINITION**

- 1) The word "Cinematograph" contained in this Policy shall be the same as defined in the Cinematograph Act, 1952 (Act No. 37 of 1952);
- 2) "Manipur cinemas/films" means the cinemas produced in the Manipuri language and any other tribal dialect of Manipur.

3. **OBJECTIVES**

The objectives of the Policy may be divided into two parts, namely:

- 1) **Cine Cultural Policy**: For preserving and promoting cine art, cine heritage and cine education.
- 2) **Cine Economic Policy**: For developing cine and visual industry to promote state economy.

3.1. **CINE CULTURAL POLICY**:

It is not impossible to boost the competitiveness of cinema only with financial support, when creativity is lacking. To cultivate and manage creative talents among the cineasts and also to sensitize the general public with a new sensibility of cinema the following action shall be initiated:-

3.1.1. **RESTRUCTURING OF MANIPUR STATE FILM DEVELOPMENT SOCIETY**:

The Manipur State Film Development Society which was converted from the erstwhile Manipur Film Development Corporation has not been able to fulfill the objectives for which it was established and therefore requires modification and amendment of its rules and regulations in an appropriate manner to accommodate and facilitate the following agenda as a non-profit institute –

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1. **FILM FESTIVALS:**

- a. **Manipur State Film Festival** – The Manipur State Film Festival, an annual event to promote and disseminate cinemas produced in Manipur shall be organized.
- b. **Manipur International Film Festival** – A Manipur International Film Festival to provide a meeting point of the trends of world cinema with the trends of Manipur Cinema shall be organized by inviting and interacting with the film makers and film personalities involved in the festival.
- c. **Other Festivals** – Festivals of cinemas of different countries shall be organized.

2. **ACADEMIC ACTIVITIES:**

- a. Cine Education shall be provided by intervening appropriately.
- b. Seminars, conferences, workshops, etc. on cinema shall be organized.
- c. The history of Manipur Cinema shall be documented.
- d. **Cine Archive and Museum** – A Cine Archive and Museum for documentation of prints, photographs, scripts, posters, bills, brochures, press cuttings, film journals, memoirs, equipment and anything related to various activities of cinema shall be established.
- e. **Cinema Library** – A Cinema Library for books and videos to provide film viewing facility shall be organized.
- f. **Screening of World Cinema** – Weekly screenings of classics shall be organized.
- g. **Visual Appreciation Camps** – A basic course on understanding of cinema for children shall be developed, and holiday camps may be organized every year for conducting the same.

3. **PUBLICATIONS:**

- a. Periodical and journals, and books on cinema of the world and the state shall be published.
- b. DVDS and CD Rom on Manipur Cinema shall be produced.

4. **WELFARE ACTIVITIES:**

- a. **Pension & Retirement Benefit** – A pension & retirement fund for retired Cine artistes and Cine workers, who are in indigent condition shall be instituted.

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- b. **Medical Assistance** – Medical assistance shall be arranged and provided to Cine artistes and Cine workers.
- c. **Any other benefit schemes** for the welfare of those working in the film sector.

5. HONOUR AND REWARDS:

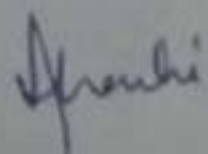
- a. **AWARD** – Manipur State Cine Award shall be organized annually to acknowledge technical and creative excellence.
- b. **Honour** – Films and film personalities who contribute to the aesthetics of Cinema in Manipur shall be honoured with suitable rewards.
- c. **Encouragement** – Participants and Award winning films, both feature and non-feature, in the National Film Award, competition section and Panorama section of the International Film Festival of India, shall be appropriately rewarded. National Film Award winners shall also be considered for appointment in the Government sector in recognition of their contribution and achievement.
- d. **Facility** – Concessional and compulsory facilities for stay at the State Government run Bhawans/Guest Houses shall be provided to Cine personalities during their journey for participation or, screening of their films in the film festivals and for receiving awards.
- e. **Fellowship** – Fellowship to scholars of cinema shall be instituted.
- f. **Scholarship** – Scholarship to students of cinema shall be provided.

6. FILM SOCIETIES:

- a. **Network of Film Societies/Cine Clubs** – The Government shall strive to encourage and strengthen the network of Film societies and Cine clubs for cinema to reach out to the masses.
- b. **Partners** – Film societies and Cine clubs shall be made partners in organizing festivals, seminars, discourses and appreciation courses on cinema.

3.1.2. MANIPUR STATE FILM AND TELEVISION INSTITUTE:

The recently established Manipur State Film and Television Institute as suggested by its Title is being interpreted as a mere institute for basic studies, which is in contradiction with the conceptualized vision of an Academy for higher studies in Cinema. Restructuring of the Institute and pedagogy for higher studies in tune with similar



academies of other countries at the level of an Academy is considered essential. Therefore there is a need to reorient not only the pedagogy of the institute but also its nomenclature. To ensure its uniqueness, the Academy shall be named from one of the pioneers of cinema in Manipur.

3.1.3. CINE EDUCATION:

- (1) CINEMA AS A SUBJECT: To promote, create and sensitize the young generation with a new sensibility of serious and alternative cinema, Film Appreciation Course shall be introduced in educational institutions as part of the curriculum and also, film related activities like screening, interactions and production oriented workshops shall be organized in educational institutions.
- (2) DEPARTMENT OF FILM STUDIES: To ensure that Film Education is institutionalized at the graduate and post graduate levels, a separate Department of Film Studies shall be opened in the Manipur University of Culture.

3.2. CINE ECONOMIC POLICY:

Manipur Cine Market is culturally and linguistically specific. Present cineast generation of the state are mainly engaged in maintaining and developing cultural identity, traditions and nationalism in domestic cinemas.

Cinema today has been trans-nationalized by combining with animation, television and games, and is shaping as a Visual Industry beyond physical and cultural boundaries. To enter into this enormous market power, trans-nationalization and transformation of Manipur Cinema into a Visual industry is considered unavoidable. To convert the concept into action, different trades engaged in different stages of the industry needs to be combined and integrated to shape into a Concentrated Industry.

Due to these innovative developments, cine production is becoming very competitive as cinema is to be distributed in an open economic market its success being solely determined by market forces. A Cine Economy with clear objectives is considered necessary to take up Pro

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- Competitive measures to bring forth a Vertical Integration of production, distribution and exhibition.

3.2.1. **INDUSTRY STATUS:**

The Government of India has already decided to grant recognition to film sector as an industry. Manipur Cine Industry is the fifth in production of cinemas in India, employing directly and indirectly about 10,000 persons and qualifies to be recognized as an industry as part of Cultural industrialization. Hence, the State Government shall strive to declare Film or Cine as an industry, to not only grant recognition to this sector but also to enable the industry to tap funding and support from the financial institutions and under the Industrial Policy of the State.

3.2.2. **SPECIAL CASUAL LEAVE:**

The State Government shall make arrangements to grant special casual leave, as is done to meritorious sportsperson, to the State Government Employees engaged in cine production and post production activities.

3.2.3. **MANIPUR CINE CORPORATION:**

To transform the Cine Economic Policy into action, the State Government shall strive to establish a separate Corporation in the Style of Manipur Cine Corporation under a relevant Department to ensure into smooth functioning and to fulfill the twin objectives as below:

1. **INTERNAL OBJECTIVE:** Production related Pro-Competitive measures.
 - (a) **City Cine Complex** – A complex accommodating Production, Post production with Digital Intermediate facility and Content Industry studios and labs equipped with the state of the art technology with Indoor Studio, Re-recording studio and Preview Theatre, shall be established at the present MSRTC Complex under one roof.

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- (b) **Content Industry** – A unit engaged in Animation, Television and Games with Broadband Network of ADSL cable internet access shall be established.
- (c) **Cine City** – A full-fledged complex having facilities for both Outdoor and Indoor shooting, Production and Post production shall be established at a suitable place.
- (d) **Manipur Cine Fund** – A corpus fund not less than 20 crore rupees shall be instituted. A portion of return from the fund shall be utilized for financing production of feature cinemas and documentaries every year under Public Private Partnership (PPP) model by inviting projects from bonafide companies and film makers through acceptable procedure, limited to the return from the investment of the corpus available in a year.
- (e) **Co-production** – A special project for venturing Co-production with companies and film makers shall be initiated as a first step for trans-nationalization of Cinema of Manipur.
2. **EXTERNAL OBJECTIVE:** To fulfill the objectives, the State Government shall strive to implement the following Trade related Pro-Competitive measures.
- (a) **Cine Houses** – For developing domestic cine market, Cinema Houses equipped with state of the art technology shall be constructed at suitable places of the state in Public Private Partnership (PPP) model.
- (b) **Cine Distribution Division** – For creating a market of Manipur Cinema in other states and other Countries, a Cine Distribution Division shall be constituted for engaging in dubbing, subtitling, advertising and correspondence. This division shall also look after the distribution of the films through cable and satellite TVS and over the air television.
- (c) **Screening at MSFDS Auditorium** – To fill up the vacuum created after the closure of cinema houses at Imphal, the Auditorium of MSFDS shall be utilized to exhibit regular shows of cinemas produced in the state so that both MSFDS and producers can generate incomes.
- (d) **Exemption and Benefits** – Cine houses being a part of Cine Industry be made available the industrial benefits applicable as per law of the land.

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(e) **Taxes** – Government shall rationalize the present amusement tax structure.

3.2.4. **MANIPUR CINE COMMISSION:**

A Manipur Cine Commission shall be established to ensure effective enforcement of the provisions of this policy and to help the government in formulation of new policies comprising of all the stakeholders – producers, film makers, distributors, exhibitors, representatives of the State Government and public film bodies.

4. **AMENDMENT/MODIFICATION TO THE POLICY:**

The technology related to cine is now developing at a very fast pace and technologies are becoming obsolete within a short time. Besides, the situation in the state relating to cine is likely to undergo change and hence, this Policy shall be subject to review and modification/amendment every five years.

By orders etc.

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15.5.17
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Deputy Secretary (Art & Culture),
Government of Manipur.

Copy to:-

1. Secretary to Her Excellency, the Governor of Manipur.
2. Secretary to Hon'ble Chief Minister, Manipur.
3. PPS to all the Hon'ble Cabinet Minister, Manipur.
4. SO to Chief Secretary, Government of Manipur.
5. All the Addl. Chief Secretaries/ Pr. Secretaries/ Commissioners/ Secretaries, Government of Manipur.
6. Dr. R.K. Nimai Singh (I.A.S. Retd.), Consultant to the Government of Manipur.

7. All Deputy Commissioners, Manipur.
8. All Head of Departments, Manipur.
9. Director, Printing & Stationery, Manipur *with a request for publishing the above Manipur Film Policy, 2016 in the Extraordinary Gazette and furnish 40 copies to the Department of Personnel, Government of Manipur.*
10. Director (Information & Public Relations), Manipur *with a request for wide publicity of the above Manipur Film Policy, 2016.*
11. Director (Art & Culture), Manipur.
12. Director (Planning), Manipur.
13. Director (Commerce & Industries), Manipur.
14. Commissioner of Taxes, Manipur.
15. Managing Director, MFDC, Manipur.
16. The Website Manager, IT Deptt., Government of Manipur *with request to upload the Notification in the State Government Website.*
17. All the Secretaries of concerned Cine Associations.
18. Guard file.

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