****

**Jaipur International Film Festival**

Chamber Bhavan, Ground Floor, Rajasthan Chamber of Commerce & Industry, Ajmeri Gate, Jaipur INDIA

T: +91-141-6500601, M: +91-8003937961 [jiffindia@gmail.com](mailto:jiffindia@gmail.com), www.jiffindia.org

**Press Release (02 February, 2015)**

**A discussion on meaningful cinema among cine-lovers in JIFF**

In the seminar “Regional Cinema of today in India”, filmmakers discussed the challenges faced by films of today.

Jaipur, 2nd February |This Monday, Pink city witnessed the second day of 7th edition of Jaipur International Film Festival where seminars and discussions on various aspects of filmmaking were held. The current state of cinema and the future challenges were discussed and renowned directors enlightened the audience with their opinions. Besides, global level feature films, shorts and documentaries were also screened in Golcha Cinema and Chamber Bhawan.

**An interactive session on Regional Cinema**

A seminar cum open-session was held where a panel of internationally and nationally acclaimed directors put forth their views on challenges in production and distribution of today’s regional films. Internationally acclaimed filmmaker Padmashri Shaji N Karun, National Award winner Dr. Biju, President of Directors’ Association Ashok Pandit and filmmaker Heneric Henzinger were part of the panel.

Seminar cum open discussion was held in festival in which speaker’s panel has interacted with delegates and upcoming filmmakers. The key speaker of the session “Regional Cinema today in India: Kashmir to Kanyakumari, Bengal to Rajasthan” was world famous filmmaker Padamshri Shaji N. Karun.

Anothor speaker of the session National Award winner Dr Biju said every state of India is facing filmmaking problems. Low Budget films don’t touch the international standard of filmmaking. Low profile filmmakers face Production, Distribution and Marketing problems. Specially popularity/progress of television is harming for regional cinema. Because of low market, exhibitors also don’t take interest in short film screening.

Ashoke Pandit another speaker said, nowadays budget is main difference between Art Cinema and Commercial Cinema. Corporate like UFO has ended the traditional distribution network. Corporate companies have entered in Production, distribution and multiplexes sector.

**आपका**

sigh hanu roj for JIFF

हनु रोज

फाउंडर डायरेक्टर -जयपुर अन्तर्राष्ट्रीय फिल्म समारोह-जिफ

**Off: +91-141-6500601 Mob: 09828934481**