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GOVERNMENT OF MANIPUR
SECRETARIAT: ART & CULTURE DEPARTMENT

Notification

Imphal, the 28th May, 2020

No. 3/4/2016-S(AC)Pt:- Whereas a draft of 'the Manipur State Cine Policy, 2016' 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 with culture and for opening a new Chapter of Cultural Industrialization was put up for comments/views/suggestions from all concerned likely to be affected thereby vide notification No. 3/4/2016-S(AC) dated 28.08.2017;

And whereas, the objections and suggestions received from the public with respect to the said draft policy have been considered by the State Government;

Now, therefore, the State Government hereby makes the following Policy, namely:

The Manipur State Cine Policy, 2020

INTRODUCTION:

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.

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,

1. SHORT TITLE

- 1) These may be called the Manipur State Cine Policy, 2020.
- 2) It shall come into force from the date of publication in the Official Gazette.

2. DEFINITION

- 1) In this policy, unless the content otherwise requires, "Cinematograph" will have the same meaning as defined in the Cinematograph Act, 1952 (Act No. 37 of 1952);
- 2) "Manipur cinemas/films" means the cinemas produced in Manipuri language and any other dialect of ethnic communities 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 cineastes and also to sensitize the general public with a new sensibility of cinema the following action shall be initiated.

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

The Manipur State Film Development Society (which was converted from the erstwhile Manipur Film Development Corporation) shall be modified with amendment of its rules and regulations in an appropriate manner to accommodate and facilitate the following agenda as a non-profit institute.

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 Manipur cinema with the Cinemas of Other Countries shall be organized providing an avenue for interacting with the film makers and 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 and master classes 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 matters 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 designed, and holiday camps may be organized every year for conducting the same.

3. **PUBLICATIONS:**

- a. Publication of Periodical and Journal and books on Cinema of the world and the state.
- b. DVDS, CDs and other digital formats on Manipur Cinema shall be made available.

4. **WELFARE ACTIVITIES:**

Any other schemes for the benefit and 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. The rate and category of the award may be revised from time to time by competent authority.
- b. **Honour** – Films and film personalities who contribute to the aesthetics of Cinema in Manipur shall be honoured.
- 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 and reputed International Film Festival, shall be rewarded. National Film Award winners shall also be considered for appointment in the suitable 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/nomination and Peaching.
- 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.

7. **PERMISSION/LICENCE:**

In the instance that any film unit/production house registered outside the state make request to or seek permissions for producing/making a film/part of a film in the state, the unit shall apply in written to the state authority. Manipur State Film Development Society (MSFDS) shall be the nodal authority.

3.1.2. **MANIPUR STATE FILM AND TELEVISION INSTITUTE:**

The Manipur State Film and Television Institute shall be upgraded to the level of an Academy of higher studies on Cinema, comparable to the academies of the other Countries.

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 or any other State Universities.

3.2. **CINE ECONOMIC POLICY:**

Manipur Cine Market is culturally and linguistically specific. Present cineaste 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 Economic Policy

with clear objectives is considered necessary to take up Pro 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 largest 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 and cultural personalities, 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 under one roof.
 - (b) **Content Industry** – A unit engaged in Animation, Television and Games with Broadband Network of ADSL cable internet access shall be established. Priority shall be given to local contents.
 - (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) **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 and Manipur Television Programming.

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

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.

COMMENT/MODIFICATION TO THE POLICY:

The technology related to cine is now developing at a very fast pace and logies 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.

- 4.1 In the instance of omission and commission, the State Government may make amendments from time to time.

By orders etc.

M. JOY SINGH,
Commissioner (Art & Culture),
Government of Manipur