

AGENDA DAY 2 (NOVEMBER 06, 2020)

SESSION 1: CREATING A POSITIVE ECOSYSTEM FOR F & M E SECTOR IN THE STATE (TIME: 10:00 - 13:00 Hrs)	
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*
<ul style="list-style-type: none"> Mr. Uday Shankar, President Star & Disney India and VP, FICCI, Media and Entertainment Mr. Ashish Pherwani, Media & Entertainment Sector Leader, Ernst & Young LLP Mr. Ashoke Pandit, President Indian Film & Television Directors' Association Mr. Sunjoy Waddhwa, TV producer and VP, Producers Guild of India Mr. Tarun Katial- CEO, ZEE5 India Mr. Vikaram Gokhale, Actor, President- Cine & TV Artists Association (CINTAA) 	<ul style="list-style-type: none"> Sh. Sitaram Kunte IAS, Addl Chief Secretary, Home, GoM Sh. Nitin Kareer IAS, Addl Chief Secretary, Revenue, GoM Sh. Manoj Saunik IAS, Addl Chief Secretary, Finance; GoM Sh. B Venugopal Reddy IAS, Principal Secretary, Industries Department, GoM Sh. Bhushan Gagrani IAS, Principal Secretary, UDD, GoM Smt. Manisha Verma IAS, Managing Director, MFSCDCL Dr. Manik Gursal IAS, Collector, Palghar Moderator: Smt. Aanchal Goyal I.A.S., Joint Managing Director, MFSCDCL
SESSION 2: LEVERAGING FILMS TO PROMOTE TOURISM AND ENHANCE TOURIST'S EXPERIENCES (TIME: 14:00- 17:00 Hrs)	
GUEST OF HONOUR : Shri. Aditya Thackeray , Hon'ble Minister, Tourism & Environment, GoM	
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*
<ul style="list-style-type: none"> Dr. D K Aggarwal- Ex - President, PHD Chamber of Commerce, CMD, SMC Investments & Advisors Ltd. Mr. Rajeev Jalnapurkar, CEO, Ramoji Filmcity Mr. Pravesh Sahni- India Take One Productions Mr. Harshad Bhagwat, Founder and Director, India International Film Tourism Conclave Moderator: Mr. Utkarsh Sanghvi- Partner, EY, Media and Entertainment Industry 	<ul style="list-style-type: none"> Smt. Valsa Nair IAS, Principal Secretary, Tourism, GoM Sh. Rajeev Kumar Mittal IAS, Secretary, Finance, GoM Smt. Manisha Verma IAS, Managing Director, MFSCDCL Sh. Ashutosh Salil IAS, Managing Director, Maharashtra Tourism Development Corporation Smt. Nidhi Choudhari IAS, Collector Raigad District

AGENDA DAY 3 (NOVEMBER 07, 2020)

SESSION 1: PROMOTION OF REGIONAL CINEMA THROUGH POLICY INCENTIVES (TIME: 10:00-13:00 Hrs)	
GUEST OF HONOUR : Shri. Balasaheb Thorat , Hon'ble Minister for Revenue, GoM	
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*
<ul style="list-style-type: none"> Mr. Laxmikant Deshmukh Retd IAS Mr. Riteish Vilasrao Deshmukh- Producer & Actor Mr. Chaitanya Tamhane- Filmmaker, Director, Producer Mr. Meghraj Rajebhosale- Director & President, Marathi Chitrapat Mahamandal Mr. Shivaji Lotan Patil, Director Mr. Pramod Pawar, Actor, Director Moderator: Ms. Varsha Usgaonkar, Actor & Member, Marathi Chitrapat Mahamandal 	<ul style="list-style-type: none"> Sh. Rajeev Kumar Mittal IAS, Secretary, Finance, GoM Sh. Saurabh Vijay IAS, Secretary, Cultural Affairs, GoM Smt. Manisha Verma IAS, Managing Director, MFSCDCL Sh. Sanjay Patil, MD, Filmcity Kolhapur Sh. Daulat Desai, Collector, Kolhapur Distric
SESSION 2: SKILL DEVELOPMENT AND ITS IMPORTANCE IN F & M E INDUSTRY (TIME: 14:00-17:00 Hrs)	
GUEST OF HONOUR : Shri. Nawab Malik , Hon'ble Minister, Skill Development and Entrepreneurship, GoM	
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*
<ul style="list-style-type: none"> Mr. Nitin Chandrakant Desai, Art Director Mr. Mahesh Aney, Cinematographer Mr. Namit Malhotra, Founder, Non - Executive Director - Prime Focus Mr. Ketan Mehta (Founder Chairman), Cosmos Maya Digital Studios Moderator: Mr. Ravi Gupta, Dean and Director, Whistling Woods 	<ul style="list-style-type: none"> Sh. Amit Khare IAS, Secretary, Department of Higher Education, GoI Smt. Manisha Verma IAS, Managing Director, MFSCDCL Prof. D P Singh, Chairman, UGC Sh. Bhupendra Kainthola, Director, FTII Pune Sh. Manish Kumar, CEO, National Skill Development Corporation Smt. Anshu Sinha IAS, Secretary, Maharashtra Skill Development & Entrepreneurship Development Sh. Shekhar Singh IAS, Collector Satara District Sh. Anil Jadhav, Director, Directorate of Vocational Education & Training, GoM Dr. Ajeet Singh, Regional Officer & Assistant Director, AICTE, Mumbai Office

Ms. Manisha Verma I.A.S.,
Managing Director
(MFSCDCL)

Ms. Aanchal Goyal I.A.S.,
Joint Managing Director
(MFSCDCL)

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A Maharashtra Film, Stage & Cultural Department Corporation Limited (MFSCDCL) initiative

For more information : www.filmcitymumbai.org

Platform: Cisco Webex

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05th - 07th November 2020.

ENVISIONING FILM & MEDIA ENTERTAINMENT POLICY FOR MAHARASHTRA

An Initiative By
Maharashtra Film, Stage & Cultural Department Corporation Limited
(A Government of Maharashtra Undertaking)

INDUSTRY PARTNER



KNOWLEDGE PARTNER



ABOUT MAHARASHTRA FILM STAGE & CULTURAL DEVELOPMENT CORPORATION

Maharashtra Film, Stage & Cultural Development Corporation Ltd. (MFSCDCL) Filmcity was established in Mumbai on 26th September 1977 under the Companies Act 1956. The main objective of the corporation is to promote and accelerate cultural activities in the field of cinema, dramatics, folk art, music, dance and other performing arts. It also aims to develop, promote, organise and finance the production, distribution and exhibition of regional cinema.

MFSCDCL manages Dadasaheb Phalke Chitranagri famously known as Filmcity which offers state of the art filming infrastructure comprising of 15 indoor studios and 70 outdoor locations spread over an area of approx. 85,000 sq. ft. The facilities range from acoustically treated indoor studios with air conditioning, catering services, make-up rooms- to the vast expanse of lush green outdoors.

MFSCDCL is also the designated nodal agency for one of its kind single window facilitation system for film shooting in Maharashtra.

MAHARASHTRA FILM AND MEDIA ENTERTAINMENT POLICY

Cinematography was introduced in India in 1896 by Lumiere Brothers when they showcased six short films at Watson Hotel, Mumbai. Since then Indian Film and entertainment industry has come a long way reaching INR 16,700 Crores (US\$23.9 billion) with a growth of 13.4% over 2017. With its current trajectory, it is expected to grow to INR 23,500 Crore by 2021 (US\$33.6 billion) It is also estimated that the Media and Entertainment sector directly accounts to more than 1% of country's GDP directly and ~3% indirectly. The sector directly employs 1.2 million people and provide employment opportunities to ~4 million people.

It would not be wrong to term the state of Maharashtra with its capital in Mumbai as the "Entertainment colossus of India".

Maharashtra has nurtured the entertainment industry and has contributed significantly by providing considerable talent, infrastructure and opportunity to the sector.

Being a pioneer of F&ME industry in India, it becomes imperative for Maharashtra to come up with a policy that not just retains the talent within the state but also attract talent from domestic as well as international production houses.

A futuristic "Film & Media Entertainment" (F&ME) policy can provide the required impetus to the sector and can establish Maharashtra as a powerhouse of entertainment sector not just in India but across the world.

INAUGURAL SESSION [TIME: 12:30 -13:15 Hrs]		
DIGNITARIES*		
<ul style="list-style-type: none">• Shri. Uddhav Thackeray, Hon'ble Chief Minister, Government of Maharashtra• Shri. Prakash Javadekar, Hon'ble Minister, Ministry of Information and Broadcasting, Government of India• Shri. Amit Deshmukh, Hon'ble Minister, Department of Cultural Affairs, Government of Maharashtra• Shri. Rajendra Patil Yadavkar, Hon'ble Minister of State, Department of Cultural Affairs, Government of Maharashtra	<ul style="list-style-type: none">• Mr. Amitabh Bachchan• Mr. Siddharth Roy Kapoor, Chairman, (Producers Guild of India)• Mr. Uday Shankar, President Star & Disney India and VP, FICCI, Media and Entertainment• Mr. T.P Aggarwal, President (Indian Motion Pictures Association)• Mr. Ronnie Screwvala, Film Producer	<ul style="list-style-type: none">• Sh. Sanjay Kumar IAS, Chief Secretary, GoM• Sh. Amit Khare IAS, Secretary, Ministry of Information and Broadcasting, GoI• Sh. Atul Kumar Tiwari IAS, Additional Secretary, Ministry of Information and Broadcasting, GoI• Smt. T. C. A Kalyani ICAS, Joint Secretary, Ministry of Information and Broadcasting, GoI• Sh. Saurabh Vijay IAS, Secretary, Department of Cultural Affairs, GoM• Smt. Manisha Verma IAS, Managing Director, MFSCDCL
SESSION 1: MAKING MAHARASHTRA A GLOBAL FILMING DESTINATION [TIME: 09:30-11:30 Hrs]		
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*	
<ul style="list-style-type: none">• Mr. Apoorva Mehta, CEO & Producer, Dharma Productions, VP Producers Guild of India• Ms. Guneet Monga , Producer, Sikhya Entertainment• Mr. Dileep Singh Rathore- Producer & Line Producer - On The Road India & Kundalini Pictures LLC• Ms. Monika Shergill- VP, Content , Netflix• Mr. Nachiket Pantvaidya - Group COO Balaji Telefilms and CEO Alt Balaji• Mr. Firdausul Hasan, President, Film Federation of India• Mr. Denzil Dias- Vice President & Managing Director, Warner Bros Pictures (India) Pvt Ltd• Moderator: Ms. Leena Jaisani- Head, FICCI entertainment Cell	<ul style="list-style-type: none">• Smt. T. C. A Kalyani ICAS, Joint Secretary, Ministry of Information and Broadcasting, GoI• Sh. Saurabh Vijay IAS, Secretary, Department of Cultural Affairs, GoM• Smt. Manisha Verma IAS, Managing Director, MFSCDCL• Sh. Vikramjit Roy, Head, Film Facilitation Office, Ministry of Information and Broadcasting, GoI	
SESSION 2: UNDERSTANDING SCOPE AND BENEFITS OF “INDUSTRY STATUS” [TIME: 14:00-15:00 Hrs]		
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*	
<ul style="list-style-type: none">• Mr. Sajid Nadiadwala, President, Indian Film and Television Producers Council (IFTPC)• Mr. T.P Aggarwal, President (Indian Motion Pictures Association)• Mr. Ashoke Pandit, President Indian Film & Television Directors' Association• Moderator: Mr. Sudhanshu Vats, Ex- Managing Director & Group CEO- Viacom18 Media Private Limited	<ul style="list-style-type: none">• Sh. Atul Kumar Tiwari IAS, Additional Secretary, Ministry of Information and Broadcasting, GoI• Sh. B Venugopal Reddy IAS, Principal Secretary, Industries Department, GoM• Smt. Manisha Verma IAS, Managing Director, MFSCDCL• Sh. Vikramjit Roy, Head, Film Facilitation Office, Ministry of Information and Broadcasting, GoI	
SESSION 3: INCREASING SCREEN DENSITY IN MAHARASHTRA- THE ROAD TO REVIVE THE CINEMAS [TIME: 15:30- 17:30 Hrs]		
INDUSTRY REPRESENTATIVES*	GOVERNMENT OFFICIALS*	
<ul style="list-style-type: none">• Mr. Alok Tandon, Chief Executive Officer of INOX Leisure• Mr. Kamal Gianchandani – CEO, PVR• Mr. Devang Sampat- Director, Cinepolis• Mr. Nitin Datar- Uday Talkies• Mr. Sharad Doshi, Central Cinema• Mr. Nitish Somaiya, Kasturba Cinema• Moderator: Mr. Uday Singh, Managing Director, Motion Pictures Association	<ul style="list-style-type: none">• Sh. Sitaram Kunte IAS, Addl Chief Secretary, Home, GoM• Sh. Nitin Kareer IAS, Addl Chief Secretary, Revenue, GoM• Sh. B Venugopal Reddy IAS, Principal Secretary, Industries Department, GoM• Sh. Bhushan Gagrani IAS, Principal Secretary, UDD, GoM• Smt. Manisha Verma IAS, Managing Director, MFSCDCL• Sh. KH kulkarni IAS, Commissioner & Director, DMA, GoM• Sh. Shekhar Singh IAS, Collector Satara District	

*To be Confirmed