

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

The Governor of Arunachal Pradesh Shri JP Rajkhowa inaugurated the maiden Northeast Film festival at Itanagar on 17th February 2016. First Lady of the State, Smt Rita Rajkhowa, Film Director and Composer, Shri Aribam Syam Sharma, Internationally Acclaimed Filmmaker, Shri Jahnu Barua and one of popular Film Assamese Actresses, Ms Zerifa Wahid along with film producers, directors and artists were present on the occasion.

In his inaugural address, the Governor lauded the effort of the State Government, the department of Information and Public Relations and Film Federation of Arunachal Pradesh for taking initiative in organising the first Pan North East Film Festival in Arunachal Pradesh. He added that while the State Government is encouraging film making, it should also take initiative in providing places for exhibiting the produce such as cinema halls and multiplexes. It should also help in marketing the film produced.

The Governor, who has seen five Arunachalee films, including 'Sonam, Itanagar Ziro Point, advised the film fraternity of the State to look for subject within the State and Region, so that messages of the State and Northeast are carried outside. It will help in sharing each others' culture and also provide opportunity for the people in the film world and others, opportunities to showcase their creativity and generate employment. He called upon the economically sound people to assist film makers in film making financially.

While congratulation Shri Moji Riba and Shri Sange Dorjee Thongdok, for their works, the Governor said that there is no substitute to hard work, perseverance, dedication and intellectual honesty.

The Governor suggested for organising the biennial festival in different parts of the State so that the people of the State feel it and be part of the festival. He also suggested for organising film festival amongst different North Eastern States on rotation basis.

In his address, Shri Jahnu Barua advised the Film fraternity of the region to go for quality films and not just copy Hollywood or Hindi commercial films. While stating that cinema is a powerful tool for development, Shri Barua urged them to be responsible and be proud of their creation and work with passion.

Shri Barua appealed to the State Government to understand cinema and help the film makers.

Speaking on the occasion, Film Director and Composer from Manipur, Shri Aribam Syam Sharma said that North East film festivals help in expressing the mongoloids feature and culture.

Secretary Art & Culture Shri Dani Salu hopes that the festival will be a spring-board for the film makers to showcase their creativity.

Festival Director Shri Moji Riba informed that 75 films will be screened in the four-day festival.

President, Film Federation of Arunachal, Shri Chopra Cheda, who himself is a Film Producer in his welcome address highlighted on the first edition of North East Film Festival in the State. He opined that presence of world acclaimed producers and director will benefit the film makers of the State.

Director in-charge, IPR, Shri Obang Tayeng also briefed on the contribution of the State Government and Department in film producing sector.

There have been eight entries in the feature film segment, nine entries in the Debut segment and 20 entries in the documentary segment concerning issues of the region. Of the 27 entries in the short film segment, only 22 will be screened.

There are 12 awards to be given away in the finale. The best film (short), best documentary, and best debut feature film has a cash prize of Rs 2 lakhs each along with trophies while others would be awarded trophies.

Around 50 film makers from the eight states of the region, celebrated film makers Meghana Gulzar will be attending the film festival. Regional talents from Manipur, Kaiku and Soma Laishram will also attend the festival.

PRO to Governor
Arunachal Pradesh
ITANAGAR, February 17, 2016