

**MEMORANDUM OF
UNDERSTANDING**
(M o U)

BETWEEN

ASSAM STATE FILM (FINANCE &
DEVELOPMENT) CORPORATION LTD.

AND

CULTURAL AFFAIRS DEPARTMENT

Government of Assam

For the Financial Year 2006-07

PREAMBLE

The Assam State Film (Finance and Development) Corporation Ltd. was incorporated on 4th September, 1974 with an Authorized Share Capital of Rupees Ten Lakh only with 1000 equity Shares @ Rs.1000.00 each. The Corporation was registered under the Companies Act, 1956. The Corporation has staff strength of eleven employees excluding the Managing Director. The Corporation is engaged in financing Loan to the Producers of Asomiya Films, organizing Film Festivals and Film appreciation Courses for encouragement of Assamese Film Lovers and has been trying to focus the rich Cultural heritage to the rest of our Country through this media.

MISSION

Promotion of Asomiya Film Industry & also widely acclaimed non-Asomiya Films along with preservation of cultural heritage.

OBJECTIVES

1. To finance production of Assamese Films by advancing loans, subsidies, grants etc. or by extending financial assistance in any other related matter.
2. To encourage, foster, aid establish and maintain institutions for imparting knowledge and instructions on all matters connected with and allied to Film Industry.
3. To carry on the business of production of Films.
4. To carry on the business of financiers, producers, distributors, exhibitors, agents of cinema Films and other allied Industry.
5. To construct, run and manage Cinema Show House, Theatre Halls, auditoriums etc. on modern line.
6. To give awards, subsidies and to hold film festivals etc, for the improvement and encouragement of better quality Films.
7. To construct, run and manage Film Studios.
8. To apply for purchase or otherwise acquire and obtain any other interest in copy rights and any other right or in any film photoplay, dramatics, songs & any published or unpublished books and stories or any musical or other artistic production.
9. To let out on hire all or any of the properties of the Corporation whether movable or immovable including all an every description of apparatus and appliances.

COMMITMENTS [Performance targets for 2006-2007]

The Corporation has fixed the following performance target for 2006-07

			Criteria value
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Criteria	Units	Weight- (%)	1	2	3	4	5	
			Exce- llent	Very Good	Good	Fair	Poor	
1	Physical targets							
i	Financing of Films	No./yr	35	8	6	4	3	2
ii	Holding of Film Festival	No./yr	20	4	3	2	1	0
ii i	Film Awards	No/yr.	15	24	20	15	10	0

2	Dynamic Efficiency							
i	Setup Film Museum	Rs.in lakh	15	20	15	10	5	2
ii	Film Appreciation course	Rs in lakh/yr	10	5	4	3	2	1
ii i	Training of employees	Person/y r	5	4	3	2	1	0
T O T A L			100					

Performance for last 5 years

1. The Corporation financed 5 numbers of Asomiya Film in last five years
2. Organized 5 numbers of Film Festivals of both Indian, Foreign Films and Children Films
3. Organized one Film Award function giving 24 numbers of awards.
4. The Corporation in going to set up a MPCC Project where the Film Museum will be set up.
5. Organized one Film Appreciation Course.

DELEGATION OF POWER

The Board is empowered to sanction an amount not exceeding Rs 2 Lakh. State Govt. will consider favourably to empower the Board to sanction an amount up to Rs. 10 Lakh.

ASSISTANCE FROM THE GOVERNMENT

The Government will consider releasing the Budgeted Annual Grants within the first six months of the financial year

FREQUENCY OF MONITORING & INFORMATION FLOW

1. Monitoring on quarterly basis at management level.
2. Self Evaluation of MoU performance at the end of the year

Sd/ 28.2.07
Managing Director
Assam State Film (Finance and Development)
Corporation Limited, Guwahati.

Sd/ 28.2.07
Commissioner & Secretary
Cultural Affairs Department
Government of Assam

A detailed list of the activities already undertaken is enclosed at Annexure A

- The Corporation up till now has financed 24 numbers of Assamese feature films some of which won National award. Moreover, the Corporation produced one full-length Assamese feature film namely **Nishiddha Nodi** which won the State Film Awards.
- The Corporation organized festivals of both Indian and foreign films, including children film and also organized film appreciation course for the encouragement of film makers and film lovers.
- The Corporation has a film shooting generator Van fitted with a 82 K.W. silent generator, having the facility of an air-conditioned make-up room and cabin to carry the crew, lights and other film shooting equipments. The Corporation also has a set of H.M.I Lights for film shooting purpose which are all given on rental basis.

- The Government of Assam declared that an amount of 20% of the refund of Entertainment Tax refundable to the Assamese film producers will be handed over to the Assam State Film (Finance and Development) Corporation Limited to create a Corpus Fund, from which the Corporation will finance loans to the producers and will pursue other film related development works.
- There is no denying the fact that the ASFDC has strong responsibility to ensure proper growth and development of cinema aesthetic among the masses besides the growth of film industry. Keeping this in mind the ASFDC has initiated some programmes involving filmmakers, artists, musicians, technicians and common people in and outside the State. Moreover, there has been constant effort by the ASFDC to involve some persons of eminence considered as intellectuals, academicians.
- ‘Shatabarsa’, the Birth Centenary Tribute to Rupkonwar Jyotiprasad Agarwalla and Pramathesh Chandra Barua, was such a programme organized by the ASFDC in the prestigious Nandan Complex in Kolkata from June 23 to June 27, 2003. The main purpose of holding this programme in Kolkata was to apprise the culture-loving people of the City of the life and works of two of the outstanding film personalities of the country hailing from Assam. The programme was attended by Sri Tarun Gogoi, Hon’ble Chief Minister, Assam Sri Subrata Mukherjee, Hon’ble mayor, Kolkata, and Sri P.K. Dutta, the then Chief Secretary, Assam as distinguished guests.

Holding of an exhibition of still photographs to depict the history of Assamese cinema in the Nandan premises was another significant part of the ‘Shatabarsa’. The exhibition was inaugurated by Smti Jamuna Devi, the wife of Pramathesh Chandra Barua with Hon’ble Chief Minister, Assam Sri Tarun Gogoi, being present there as guest of honour. The exhibition saw over thousand of [people including Kolkata-based filmmakers and artists thronging during all three days.

- A week –long festival of Assamese cinema was organized by the ASFDC in collaboration with the State Cultural Affairs Directorate during the first week of

April, 2005 . Titled as ‘State Film Festival, Assam, Sri Tarun Gogoi, and Hon’ble Cultural Affairs Minister, Assam, Dr Hemo prava Saikia, were also present at the inaugural function as distinguished guests. Over 20 Assamese feature films including the National Award winning ones were shown in the festival.

- The annual State Film Award was announced way back in 1997 as part of the State Film Policy. But after the first year, the award presentation function could not take place during last six years due to some unavoidable circumstances. This time, the ASFFDC, in collaboration with the State Cultural Affairs Directorate, presented the State Film Awards for last six years in a most befitting manner. Besides presenting awards to the films produced during each of the last six years, 23 categories of awards were also conferred on various films and concerned individuals covering the period from 1989-99 to 2003-04 . In documentary section, two films were awarded whereas the panel of jury found no film suitable for awards in short feature category . Moreover, one feature film of the ethno-linguistic communities living in Assam but the language being other than Assamese was awarded. Besides these, the jury’s suggestion to present certificate of special mention to one Karbi and one Sadri language films was also honoured. Over and above, the State Film Award ceremony turned out to be a big boost to the film fraternity of this fine film producing state.
- The ASFFDC strongly feels that the local film fraternity and the common masses should be exposed to the high aesthetic taste of world cinema and Indian film scenario. FILM FEST-‘05 – a festival of international films and Indian Select-was the outcome of that particular point of view. The ASFFDC-organized week-long festival of International Film and Indian select which was held at Anuradha Cinema Guwahati, From may 6 to May 12, 2005, under the aegis of Ministry of Information and Broadcasting, Govt. of India, and in Collaboration with Assam Cine Art Society. Inaugurated by noted film personality Amol Palekar in the august presence of the chief guest of honour of the function, Hon’ble Chief Minister, Assam Sri Tarun Gogoi, and Hon’ble Cultural Affairs Minister, Dr Hemo Prava Saikia, respectively, the festival was indeed a mind-blowing showcase of 14 outstanding foreign films (three Chinese, four French , three Iranian, three Hungarian and one Canadian) and

six significant Indian films (three Hindi, and one each in Malayalam, Marathi and Tamil.

- The Film Fest-'05 also saw a national seminar on the topic, 'Coping with Competition: Regional Cinema' taking place on may 6 at Vivekananda Kendra Auditorium, Guwahati, as part of the festival. Noted cultural personality, Sri Kulada Kumar Bhattacharjee, was the moderator of the seminar which was attended by a host of dignitaries who presented their papers dealing with various issues related to the main topic.
- For the past 30 years, the ASFFDC has been functioning from a small office in the premises of the jyoti Chitraban Film Studio, Kahilipara, without any plot of land of its own. But due to the relentless effort and initiative of Ms Bobbeeta Sharma, Chairperson, ASFFDC, a plot to two bighas of land has been allotted by Govt. of Assam to ASFFDC, near Srimanta Shankardev Kalakshetra in Panjabari, Guwahati. It is enchanting to state that a multipurpose cultural-cum-office, 'Joniki' is being under construction now at ASFFDC's own land in Panjabari.
- The ASFFDC, with a view to provide the rich film scenario of Assamese cinema exposure, has been initiating some schemes to hold festivals of Assamese films in some of the major cultural centers of the country. This time a three-day festival of Award Winning Assamese Films was organized at Siri Fort Auditorium-II, New Delhi , in collaboration with the Directorate of Film Festivals, under the aegis of Ministry of Information and Broadcasting, Government of India. The theme of this festival was 'Role of Cinema in Social Awakening'. The festival start with distinguished filmmaker Dr Bhabendra Nath Saikia's last creation Kalsandhya. Other six films screened at the festival are : Jahnu Barua's Firingoti (1991) , Jwngdao Bodosa's Hagramayo Zinahary (1995) , Dr Santwana Bardoloi's Adajya (1996), Sanjiv Hazarika's Matsyagandha (2001) , Sanjib Sabhapandit's Juyepoora Xoon (2004) and Manju Borah's Laaz (2004). The festival inaugurated by the Hon'ble Union Information and Broadcasting Minister, Sri Priya Ranjan Dasmunsi, and inaugural ceremony attended by Hon'ble Chief Minister, Assam, Sri Tarun Gogoi ,

Hon'ble Cultural Affairs Minister, Assam, Dr Hemo Prava Saikia, Commissioner-Secretary, Deptt. Of Cultural, Govt. of Assam, Sri M.K. Barooah, senior Union I & B Ministry officials, senior Directorate of Film Festival officials, eminent litterateur and Jnanpeeth Awardee , Dr Indira Goswami, filmmakers Sri jahnu Barua, Dr Santwana Bardoloi , Sri Sanjib Sabhapandit, artists Ms Moloya Goswami, Ms Seema Biswas, Sri Jatin Bora and Ms Madhurima Choudhury, producers Ms Preeti Saikia and Sri Nayan Prasad among others.

The said festival of Assamese films in New Delhi is the beginning of the ASFFDC mission to project the brilliant pieces of films from Assam in different cultural centers of the country. And, there fore, the success of the ensuing festival is obviously be a great inspiring force for the entire team of ASFFDC as well as for the film fraternity and the people of Assam.

MISSION

The Assam State Film (Finance and Development) Corporation Ltd. was established for the development of Assamese Film and all its allied business. The Corporation financed twenty five (25) Assamese Films some of which were acclaimed Nationally and Internationally and also produced one Feature Film which have been awarded in three categories by the Government of Assam. Apart from Financing loan to the Film Producers the Corporation organized International Film Festivals, French Film Festival, Festival of Indian Panorama Films, Children Film Festivals and Film appreciation Course. The Corporation also organized Assamese Film Festivals in the Metro like New Delhi, Kolkata and is going to hold the Assamese Film Festivals at Mumbai in January '07 . A Multipurpose Cultural Complex under the title "JONOKI" at its own land at Panjabari, Guwahati is under construction by the Assam State Film (Finance and Development) Corporation Ltd. by the Fund received from the Cultural Department of the Government of India. The Corporation has one Air-conditioned Mobile Shooting Generator Van with 82.5

KV Generator and A/C Make cum Dressing Cabin and H.M.I Lights for rental purpose. The mobile Van was first of its kind in the entire Northeast.

