

## **Film City's Initiative for the Growth of Marathi Cinema: Insights by Mrs. Swati Mhase Patil**

Pune: Several efforts are being taken to promote films and entertainment sector, and for the development of the film sector in the state, and various schemes have been prepared for it, said Mrs. Swati Mhase Patil, Managing Director of Dadasaheb Phalke Film City, at the 23rd Pune International Film Festival (PIFF). She emphasized that special efforts are being made through PIFF and other film festivals to bring Marathi films to the global stage.

A Grand Film City has been established in Goregaon, featuring 16 studios and 60 outdoor locations. To streamline the filmmaking process, a 'Single Window Scheme' has been introduced, allowing filmmakers to obtain all necessary permits and facilities at a single location.

The Maharashtra government has launched an online portal called 'Kalasetu,' where writers can submit their stories, screenplays, and other creative works. She also emphasized that a dedicated committee has been formed to provide financial aid to Marathi films. The grants will be distributed on the basis of categories decided by the committee.

Additionally, national award-winning films receive double the grant, while women directors are eligible for special grants. The authority has proposed that Marathi films will receive a 50% subsidy for shooting at Goregaon Film City. Furthermore, they will provide special platforms at international film festivals.

The Marathi film industry is also embracing advanced technologies, expanding into the AV gaming and comic sectors.

The Government has announced the launch of IICT to further support the film industry by offering specialized training programs. A green initiative called 'Majhi Chitranagari, Harit Nagari' (My Film City, Green City) is being implemented to maintain a sustainable environment within Film City. The 'Vision Act 50 Camera-to-Cloud' initiative aims to transform Film City into a world-class production hub. Efforts are also being made to boost film tourism.

Marathi films are known for their strong social narratives, and the government is committed to supporting such meaningful cinema. Notable films like Jabbar Patel's Sinhasan have set milestones in Marathi cinema.

A Marathi International Film Festival and several panel discussions will be organized soon to encourage dialogue and collaboration within the industry. With these initiatives, Marathi Cinema is poised for significant growth and will establish a stronger presence on the international stage, expressed by Mrs. Swati Mhase Patil.

