

Memorandum of Understanding

Between

Directorate of Film Festivals

Ministry of Information & Broadcasting, Govt. of India

And

The State Government of Goa, Panaji

This Memorandum of Understanding is hereby made and entered into by and between the Directorate of Film Festivals, an attached office of the Ministry of Information & Broadcasting, Government of India (hereinafter referred to as DFF) on the one part and the State Government of Goa, (hereinafter referred to as the State Government) on the other part.

A. Purpose

It has been agreed that Goa should be the permanent venue for the International Film Festival of India (IFFI). This MoU delineates the partnership arrangements between the DFF and the State Government in the organization of the International Film Festival of India 2009 along with the Film Bazaar, the commercial component of IFFI, at Panaji, Goa by pooling infrastructure and other resources for the successful conduct of the event.

B (i) Statement of Mutual Benefit & Interest

By organizing an International event of the reputation and standing associated with the International Film Festival of India, State Government benefits will include infrastructure development at par with International standards which in the longer run can attract sizeable international business and tourist traffic to Goa thereby developing the economy of the state.

The benefits to DFF accruing from making Goa a permanent venue for IFFI are the branding of IFFI internationally with a well-recognized name and attraction of Goa as a tourist destination.

- B (ii) (a): It is mutually agreed that the Director, Directorate of Film Festivals will be the sole recognized Festival Director of the event and all activities related with film festival, publicity and printing will acknowledge the same.
- (b): To ensure a successful and focused conduct of the International Film Festival of India, it is agreed that the event will only be the International Film Festival of India and that no peripheral or associated activities will be at Corniche, and the opening and closing ceremonies will be as requested by Ministry of Information and Broadcasting. Beach Screenings and other screenings for public may be held.
- (c): In order to create, an atmosphere, of mutual sharing and cooperation, it is agreed that DFF (on behalf of Govt. of India) and ESG (on behalf of Govt. of

Goa) shall share the invitation for opening and closing ceremonies equally including labels for VIP parking for these events.

- (d): All printing, publicity and stationery for the IFFI will give equal space and prominence to the Government of India, DFF, Government of Goa and the Entertainment Society of Goa (ESG).

C. The DFF shall

- (i) have full authority in deciding all matters relating to
- (a) Entries of films for participation in various sections of the festival namely, Competition, Cinema of the World, Country Focus, Foreign Retrospective, Indian Panorama, Indian Retrospective and any other sections set up from time to time. However, curating of one Foreign Retrospective, one Country Focus and Premiers of Indian Programming a special section on war films, including invitation of cast and crew would be done by ESG Goa with prior approval of Director, DFF.
- (b) Forming an Organizing Committee, various sub-committees including a Preview Committee to recommend films from across the world for screening during IFFI. Members representing State Government will be nominated in consultation with the State Government.
- (c) Selection and preparation of the programming schedule for screening of films in various theatres, etc. Regarding, sections curated by ESG, DFF will prepare programming schedule in consultation with them.
- d) Invite film producers, directors, actors/actresses, film professionals, journalists both from India and abroad and decide upon the travel and hospitality to be extended to invited guests. The Government of Goa could separately invite film professionals with the approval of the Director, DFF. The entire expenditure on travel and hospitality of the invited delegates will be borne by the Entertainment Society of Goa (ESG).
- ii) Set up various functional units for organizing the festival.
- iii) Coordinate clearance and dispatch of film prints.
- iv) Prescribe registration criteria for delegates, register them and issue them delegates cards etc. The ESG will vet the applications received from Local Delegates/Goa Cinephile and hand over the same to DFF with their recommendations. The registration of delegates will be done on the Datakal software acquired by the ESG for which a link will be provided on IFFI website maintained by Directorate of Film Festivals. The printing and distribution of delegates cards will be the responsibility of ESG and the delegate fee collected will be deposited with the Directorate of Film Festivals before the close of the festival. The complete account of the delegate cards distributed and the amount collected will be submitted to the Directorate of Film Festivals by the ESG by the end of the festival. ESG shall transfer the complete registration details of all delegates to DFF within 5 days of closing of registration.

- v) Attend to any other matter with the consent of the Ministry of Information & Broadcasting, Government of India.
- vi) Be responsible to brief media on all matters relating to IFFI, particularly those relating to the programming aspects. In the run up to the press conferences and press briefings, DFF and ESG shall share mutually all information pertaining to content as also facilities and arrangements for IFFI 2009. PIB shall prepare the schedules for press briefings and press conferences in the run up to IFFI in consultation with DFF and ESG. Whenever required, Press briefings will be held jointly and after mutual consultations. The State Govt. will have the authority to brief media on events peripheral to IFFI, if any, as also facilities for those events.
- vii) Print and distribute the IFFI brochure, Indian Panorama and other related publications. DFF will coordinate the publication of Festival Bulletin in partnership with the ESG. DFF will also hire an Editor in consultation with ESG to ensure that all core IFFI activities are covered. No other separate Bulletin/ Newsletter, etc covering any activity of IFFI-2009 would be published by Govt. of Goa, other than the only Daily Festival Bulletin for IFFI-2009, jointly brought out by DFF and the Govt. of Goa (through ESG). The expenditure on printing of the Daily Festival Bulletin of IFFI -2009 would be borne by the Govt. of Goa. The Daily Festival Bulletin may also include the ancillary activities of ESG (Goa Govt) during the course of IFFI 2009. However, the news-items/ articles, etc related to IFFI activities shall have more prominence and precedence over the same in the Daily Festival Bulletin.
- viii) Shall communicate all its infrastructural requirements like manpower, accommodation, vehicles, office equipment, furniture to the ESG latest by 31st October, 2009.
- ix) Shall communicate the confirmed lists of delegates with their travel plans latest by 30th September, 2009.

D. The State Government shall

- i) Curate one Country Focus, one Foreign Retrospective and Premiers of Indian Programming, a special section on War Films, including inviting of cast and crew by ESG, Goa with the prior approval of Director, DFF.
- ii) Organise a business platform Short Film Center during the festival period between 23rd November and 1st December, 2009 with two competitive sections, namely, International competition and competition for short and documentaries on environmental issues. Duration of such films shall not exceed 30 minutes and the screenings would be restricted to Delegates. No Public Screenings, in any format, except in one Local Delegate theatre will be made. Besides, ESG will also strictly follow the film certification guidelines issued by the Ministry of Information and Broadcasting and the Cinematograph Act while organizing this section.
In case, Short Film Center Delegates are to be considered as IFFI Delegates, approval of registration would rest with Director, Directorate of Film Festivals.

- iii) Place the following infrastructural facilities at the disposal of DFF for the specific period mentioned against each in connection with various activities relating to IFFI 2009:

a)	Main Festival theatre/six other theatres for press/delegates screenings (including Kala Academy (one Screen) theatre and INOX multiplex (four screens), Maquinez Palace-I and Preview Theatre at Kala Academy.	From 18/11/2009 to 3/12/2009.
b)	Preview theatre at Kala Academy	From 12/11/2009 to 5/12/2009
c)	Fully functional space in the Old GMC Heritage precinct for Media Centre and the Black Box for press conferences with furniture, water, electricity, sanitary services and canteen facilities.	From 5/11/2009 to 5/12/2009
d)	Open Forum in Old GMC Heritage Precinct	From 21/11/2009 to 3/12/2009
e)	Film Bazaar in Goa Marriott.	
f)	Local Delegate theatres (for 7 days)(2 screens in Panjim)	From 23/11/2009 to 29/11/2009
g)	Fully functional office space for setting up various units (including furniture, telephones, mobiles, computers, fax machines, photocopier, internet and communication facilities, water, electricity, sanitary facilities, canteen, etc.). DFF would bear the utilization expenses on furniture, telephones, computers, fax and photocopiers.	From 1/11/2009 to 9/12/2009

- iv) Identify and procure, on rental basis, delegate theatres as mentioned at iii (f) above according to the requirements indicated specifically by DFF. The Main Festival Theatre and other theatre for press/local delegates as specified in clauses d (iii) (a) & (F) above and other infrastructural facilities as specified under the clause D(iii) would be friendly for differently abled persons in accordance with the 'Persons with Disabilities(Equal Opportunities, Protection of Rights and Full Participation)Act,1995'.
- v) Provide fully furnished space, with office/technical equipment, etc, for setting up of Media Centre, Press Box, Print Unit, Registration Unit and all other functional units of IFFI, according to the technical specifications and facilities indicated by DFF and the Press Information Bureau (PIB), Govt. of India. PIB will be solely responsible for accreditation of Media persons as also management of the media center in Old GMC Heritage Precinct. Govt. of Goa will provide a list of media persons to be accredited along with the details prescribed, to PIB. PIB will be provided with all functional assistance for the media coordination for various presentations to take place in Kala Academy and

the INOX Theatre and any other festival. The State Govt. shall also identify earmarked enclosures for media at the Red Carpet arrival. Separate and suitable media stands/enclosures will be created for the inaugural/closing ceremonies by the State Govt. in consultation with PIB. Director, DFF shall be responsible to brief media on all matters relating to IFFI, particularly those relating to the programming aspects. In the run up to the press conferences and press briefings, DFF and ESG shall share mutually all information pertaining to content as also facilities and arrangements for IFFI 2009. PIB shall prepare the schedules for press briefings and press conferences in the run up to IFFI in consultation with DFF and ESG. Whenever required, press briefings will be held jointly and after mutual consultations. The State Govt. will have the authority to brief media on events peripheral to IFFI, if any, as also facilities to those events in consultation with Director, DFF.

- vi) assist in clearance of prints at Mumbai/Goa airports to ensure their availability in time for the screenings and their speedy dispatch.
- vii) arrange hotel accommodation in a conveniently located 5-Star Hotel(s) within 10 Kms of the festival venue, consisting of about 100 rooms (with breakfast included) on an average and a few suites (with breakfast included) for the delegates/invitees invited by DFF for IFFI-2009. This is expected to be around 1000 room nights. The accommodation will be utilized for the delegates/invitees, only with the approval of Director, DFF. However, ESG can utilize vacant accommodation in respect of their invited guests.
- viii) Arrange transit accommodation in Mumbai in a conveniently located Four - Five star hotel for delegates having a stopover of more than eight hours between connecting flights. However, in cases of guests arriving at night and having a stopover for a few hours, they would be provided with transit accommodation (depending on their needs) without any rigidity with regard to number of hours of stop over.
- ix) Arrange for receiving/seeing off guests at airport and their stay at the hotel. However, DFF will supervise the Hospitality & Protocol with the assistance of local volunteers identified by Govt. of Goa for the purpose.
- x) arrange air tickets for both International and National delegates invited by DFF.
- xi) arrange for local transportation and escort of delegates including picking/dropping from/to airport-festival hotel-festival venue-other theatres, etc, and other programs as per itinerary finalized by DFF. However, DFF will supervise the Hospitality & Protocol with the assistance of local volunteers identified by Govt. of Goa for the purpose.
- xii) render necessary help to DFF in identifying local printer, procurement of office equipment, furniture, local No Objection Certificates/Licenses, etc.
- xiii) provide local human resources for performing duties as Group 'D' staff, for rendering clerical/secretarial assistance, for functioning as well as foreign language interpreters, etc. as per the requirement of DFF for the smooth conduct of the festival on mutually agreed terms.

- xiv) arrange suitable accommodation at subsidized rates for officers and staff deputed for IFFI for the duration of their stay at Goa. Payment would be settled by the concerned officer/staff.
- xv) arrange and provide local transport for use by various functional units and DFF. DFF would identify its daily transport requirement along with specified parking labels for the duration of stay in Goa and the total number of vehicle days in consultation with ESG which would ensure the availability of quality vehicles to DFF as per the requirement indicated by DFF.
- xvi) Organize the opening and closing functions for IFFI 2009 in close cooperation and with the prior concurrence of Director, DFF.
- xvii) Conceptualize, print and execute the screening schedules, advertisements and other publicity material for the festival with the prior concurrence with Director DFF.
- xviii) Print and distribute the Daily Festival Bulletin during festival days of IFFI-2009. DFF will coordinate the publication of the Festival Bulletin in partnership with ESG. DFF will also hire an Editor in consultation with ESG to ensure that all core IFFI activities are covered. No other separate Bulletin/Newsletter, etc covering any activity of IFFI-2009 would be published by Govt. of Goa, other than the only Daily Festival Bulletin for IFFI-2009, jointly brought out by the DFF and Govt. of Goa. The expenditure of the printing of Daily Festival bulletin IFFI-2009 would be borne by the Govt. of Goa. The Daily Festival Bulletin may also include the ancillary activities of ESG (Goa Govt) during the course of IFFI 2009. However, the news-items/ articles, etc related to IFFI activities shall have more prominence and precedence over the same in the Daily Festival Bulletin.
- xix) Design the publicity strategy, which would include media coverage, branding and a local/state publicity branding strategy etc, with the prior concurrence of Director, DFF and the Media Committee of the Festival. All decisions relating to the Media at the inaugural and closing as also the various functions of IFFI will be taken with the concurrence of Media Committee of the Festival where PIB is represented. In case event manager desires to have promotional/publicity events for the Stars, the events manager should coordinate the date, time and venue with PIB.
- xx) Arrange local printer for urgent publicity/printing requirements of DFF.
- xxi) Make available to PIB the Press Kits and delegates bags at least two days before the Press shows.
- xxii) Print stationery items for use by DFF and provide all festival ID cards and related parking labels, as required, to DFF for issue by them.

E. Financial arrangement.

- (i) The State Government will provide the infrastructure, which shall be friendly for differently abled persons, as mentioned under Clause D, free of cost, to the DFF for organizing the festival.

- (ii) State Government will meet the expenditure on hotel accommodation, air tickets, local transport, Opening and Closing functions, printing including Daily Bulletins, advertisement and publicity for the festival. DFF may separately incur expenditure on advertisement and publicity for the festival.
- (iii) The DFF will meet other expenses on conducting the festival including setting up of various units, hiring of equipment, furniture, staff, etc, and such other residual expenses required to be incurred for the smooth conduct of the festival. Apart from these, DFF will also meet the expenditure on (1) hiring of Editors for preparation of IFFI brochure, Indian Panorama book and Daily Bulletin and (2) printing of IFFI brochure and Indian Panorama book.
- (iv) The DFF and the State Government shall make coordinated efforts to identify and get sponsorship for various activities relating to IFFI. However all sponsorships obtained by the State Government on account of IFFI 2009 would be retained by the State Government without any share of the Govt. of India. The State Government will decide sponsorships in consultation with DFF and caution will be exercised regarding the product each sponsor would like to advertise. The Central Government code regarding advertisements will be followed. Advertisements or sponsorship details will not be placed on the IFFI, Indian Panorama (IP) brochures and the backdrops for Opening and Closing ceremonies of the Festival. The daily bulletin jointly brought by DFF and ESG, however, can have sponsor logos and advertisements with prior concurrence of Director, DFF. Sponsor logos and advertisements including those on all outdoor publicity material will be decided with prior concurrence of Director, DFF.
- (v) The State Government would keep detailed account of all receipts and financial and non-financial sponsorships received for the festival and this information shall be shared with Ministry of Information and Broadcasting.

FILM BAZAAR

- F. All requisite facilities, as outlined in this agreement shall where applicable also be extended to NFDC, a PSU under the Ministry of Information & Broadcasting (M/o,I & B), for the conduct of film Bazaar. All decisions regarding Film Bazaar will vest with Government of India or NFDC. Details of arrangements between NFDC and Goa Government may be mutually worked out between the respective parties.

Above MoU signed this 9th day of September, 2009, at New Delhi by

(S. M. Khan)
Director, DFF, M/o.I &B
Govt. of India

(Narendra Kumar)
Commissioner & Secretary,
Information &Publicity
Govt. of Goa

