

November 16, 2018 (ICAN Day 1)

Page 1

Indian Cinema and Alternative Networks : INAUGURAL SESSION **ICAN²**

An international conference on **Indian Cinema and Alternative Networks- ICAN² 2018** organized by Delhi Metropolitan Education (DME) Media School en masse with School of Communication and Creative Arts of Deakin University, Melbourne, Australia was inaugurated on Friday, November 16, 2018 at Silver Oak Lawn, Indian Habitat Centre, Delhi.

The conference was graced with the presence of Chief Guest Mr. Satya Pal Singh, Minister of State for Human Resource Development, Government of India and Special Guest Mr. Vivek Vaswani, a celebrated Film Actor, Producer and Director.

The event commenced with lamp lighting and Ganesh Vandana. Mr. Aman Sahni, Vice Chairman, DME addressed and welcomed the dignitaries, presenters and media persons. He focused on the growth and prosperity of India-Australia cultural relationship in context with Indian cinema.

Conference Conveners, Prof. (Dr.) Susmita Bala Head, DME Media School and Dr. Vikrant Kishore, Course Director- Film, TV & Animation, Deakin University welcomed everyone and expressed gratitude for their presence. To introduce the conference, a curtain raiser film was showcased and a newsletter complementing the same was prepared by students of DME Media School which presented major highlights of ICAN².

Ms. Ravneet Pahwa, Dy VP (Global Engagement) & CEO (South Asia), Deakin University emphasised on reinforcing strong cultural ties between India and Australia through activities like an academic conference. Honorable Mr. Justice Bhanwar Singh, Director General, DME shared his knowledge about regulations followed by Central Board of Film Certification (CBFC) and its role in the evolution of Indian Cinema.

‘Indian Cinema to a certain extent has depicted importance of education to develop a socialistic and secular country’, says Mr. Satya Pal Singh, Minister of State for HRD. He expressed his viewpoint on the content evolution of Indian Cinema and its impact on public. Dr. Sean Redmond, Professor, Deakin University presented his research on the depiction of romance in Indian cinema with the film ‘Raja Hindustani’. He further accented about the collection garnered by Indian films in Indian and global market. Dr. Vikrant Kishore discussed about the scope of alternate networks.

Vote of thanks was delivered by Dr. Ambrish Saxena, Dean, DME Media School and Conference Advisor, ICAN². He discussed about the upcoming events of the conference which

shall include technical sessions, plenary sessions and workshops. He expressed his overwhelmed gratitude to Deakin University and the entire fraternity of DME Media School for their cooperation.

Page 2

Indian cinema is not only popular in India but also all over the world. However, the kind of impact it has on public and younger generation raises a question. All the distinguished writers and research scholars should emphasize on how these films are scripted and do they correspond to our Indian culture. Thus films should inspire and promote Indian Culture, which is the need of the hour.

-Mr. Satya Pal Singh, Minister of State for HRD, Government of India

Deakin University has been the first university to set up an office in India 25 years ago. As Deakin President of Australia stated that Australia's connection with India is going to be greater as compared to rest of the world, Deakin University is pleased to associate with Indian films, as cinema depicts the culture and determines the progress of state.

-Ms. Ravneet Pahwa, Dy VP, Global Engagement & CEO South Asia, Deakin University

Film like 'Raja Hindustani' shows the expression of love in Indian cinema. One can say that a Hindi romantic comedy can communicate to a large audience with its different flavours, drama, heroism, emotions and tension.

-Dr. Sean Redmond, Professor, Deakin University

The main agenda of this conference is to promote Australia-India relationship. Therefore, it is important to know that Australia has become one of the prime destinations for Indians and this further enhances the international bonding. Hence such international relationships are required for the global development.

-Dr. Vikrant Kishore, Conference Convener, ICAN²

Indian Cinema has reached to a global platform through use of alternative networks like Netflix, Amazon Prime, Jio Cinema, Voot and many more. Therefore, the main aim of the conference is to establish India-Australia relationship with aspect to Indian cinema.

-Mr. Aman Sahni, Vice Chairman, DME

The Copyright law has been amended six times since 1957 and the latest amendment took place in 2012. These amendments have been very beneficial for Indian Cinema. Central Board of Film Certification (CBFC) which regulates the public exhibition of films under the provisions of the Cinematograph Act 1952 plays a vital role in Indian cinema today.

-Honorable Justice Bhanwar Singh, Director General, DME

We wanted to do a serious academic exercise taking Cinema into consideration and that is how we conceived the idea of ICAN² Indian Cinema and Alternate Network. We wanted to focus on deliberations of serious issues of cinema. For the conference we will have 8 Technical sessions, 3 workshops and 2 plenary sessions.

-Prof. (Dr.) Ambrish Saxena, Dean DME Media School and Conference Advisor, ICAN²