

MEDIA AND ENTERTAINMENT BUSINESS CONCLAVE – 18.11.2009

INAUGURAL ADDRESS OF KALAINAR M.KARUNANIDHI,
HON'BLE CHIEF MINISTER OF TAMIL NADU.

I am extremely happy to be with you today for this momentous event. This Media and Entertainment Business Conclave is organised by the Tamil Nadu Government and FICCI. Therefore, it is my pleasant duty to extend a warm welcome to you all. I am really delighted to inaugurate this Conclave.

As one, who had an entry into the Tamil Cinema at the age of Twenty Eight in the year 1952 and who is still with it at the age of Eighty Six, I take this opportunity as a big privilege to inaugurate this Conclave. Even now I am writing dialogues for two films. The remuneration received by me so far has been donated for the welfare of the downtrodden Arunthathiyar students and for the economically weaker Cine-Artists. I will be happy if this practice is continued by you in the larger interests of the poor people of our Society.

I do not hesitate to tell in clear terms that I feel at home today.

I am thankful to Kalaignani Thiru Kamal Haasan, Chairman, Media and Entertainment Conclave, FICCI and all the members of FICCI for their kind invitation, to this Conclave.

India has a very brilliant historical background of the Arts. Our culture has been dominated by the performing arts, music and dance. In fact, the contribution of the South to the development of the Arts is signal and significant. Our Cinema and Entertainment is essentially defined by our culture.

The Tamil theatre has a very big role in the growth of the Dravidian Movement. It is the Dravidian Movement which gave a social base to the Tamil Cinema. The Cinema was used as a big tool to reform the society.

The D.M.K. Government has been doing its best for the growth of Cinema Industry also. Entertainment Tax was reduced from 54 percent to 40 percent in 1989; to 30 percent in 1998; and again to 25 percent in 2000. This Tax is now totally waived for Movies having pure Tamil Titles.

An objective selection of good movies and artistes for awards was introduced in 1968 and the selection is made by a Committee headed by a retired High Court Judge. Shooting charges for places owned by the Government, which were increased several times, have been reduced to a reasonable level.

A Welfare Board for the Cinema Industry has been constituted by the Government. It has been proposed to establish a Cinema Township and the Tamil Nadu Government has decided to render all necessary assistance.

The Arts have infused every walk of our lives. Our dance forms and dancers have been the centre of attraction through the ages. Our leading ladies and heroes have led the annals of mainstream cinematic history. The number of stars is so huge that it will really take a long time to mention the names.

Now the West has recognised the Power House of talent that we have. The Indian Media and Entertainment industry is one of the fastest growing sectors in the country. It is standing tall at Rs.584 billion in 2008 and it has registered a growth of 12.4 percent over last year. The industry is projected to reach Rs.1052 billion by 2013, at a 12.5 percent growth-rate.

This growth-rate is remarkable. Our studios in Tamil Nadu are comparable to the best in the world. Professionalism has become noticeable everywhere in the industry. Our Artistes are committed to their cause.

The Entertainment Industry of Tamil Nadu has a very long track-record. Therefore, my dream and vision is to make Tamil Nadu, the Entertainment Epicentre. Tamil Nadu should become the centre in the International level. We should put in all our efforts towards this goal.

The South is now full of activity. Sony Pictures announced the opening of its state-of-the-art facility in Chennai last year. Warner Brothers Motion Picture Imaging and Chennai-based Prasad Corporation recently announced a strategic alliance. This alliance will bring their combined skills in digital post-production and film restoration to clients in Hollywood, India and around the world.

This Conclave aims at unifying various parts of entertainment on a single platform. I am quite confident that this Conclave will achieve its objectives and it will infuse our cultural region with more dynamism. I wish FICCI and this Conclave, the very best!

Thank You! **வணக்கம்!**

Issued by DIPR, Chennai – 9.