

Info Cell

Publication	Shillong Times	Date	12.01.2016
Edition	Shillong	Page	08

CFSI to make 5-6 children films in 2016

Children's film will get a major boost as the Children's Film Society of India (CFSI) is tying up with big production houses to co-produce around five-six films, featuring Bollywood stars, this year.

"We have decided that this year we will go for co-productions in a big way to optimise the cost of production and enhance profitability. We know what the children want in their films and private producers know how

to market it so it is a win-win situation for all," CFSI CEO Dr Shravan Kumar told *PTI*.

The autonomous body under the Ministry of Information and Broadcasting, which has made recent films like *Gattu*, *Pappu Ki Pugdundi* and *Goopi Gawaiya Bagha Bajaiya*, has set aside a budget of Rs 10 crore to make 5-6 such co-productions this year.

"We are looking for good stories which the children will enjoy watching. The lead character of the film will ob-

viously be a child actor but we will have a big face playing an important role in the films," Kumar said.

Under the co-productions, the children's film society and the private producers will spend equal money and share revenue generated from the commercial release of the film.

Their script selection committee has already shortlisted seven such proposals so far from mainstream film production houses. While the making of

the film will be entirely in the hands of the producer CFSI will be involved in selecting and fine tuning scripts and monitoring the production and post-production process.

CFSI is looking for original and humane stories from different parts of the country which should connect with kids. To make the entire submission process hassle-free, they have allowed producers to submit proposals online through their website. (*PTI*)