

Press Release No 1183

State Anupama Singh calls upon the filmmakers and film producers of Arunachal Pradesh

Itanagar, November 27: First Lady of the State Anupama Singh has called upon the filmmakers and film producers of Arunachal Pradesh to work on films related to discrimination against the girl child, domestic violence and addiction to tobacco, drugs and alcohol and other issues, all of which needs to be eradicated from our society. Films can promote social responsibility, civic sense and healthy habits and more a more modern outlook, she added while attending the premiere show of a Hindi motion picture, titled 'Ant Ek Raste Anek' as chief guest at National Cinema Hall, Naharlagun on Nov 27 last, **reports PRO to Governor.**

Pointing at the immense popularity of films amongst the people, First Lady said that it has become a very potent medium for conveying a message and important factor in influencing social norms. Films revolve within the context of a social scenario and have a stake in the stability, prosperity and progress of society. Therefore, all involved in the film industry should consider themselves as social leaders and as stakeholders in the welfare of people. Striking a balance between entertainment and social relevance is essential.

First Lady said that today, when our cultural heritage is being eroded due to onslaught of westernization, there is need for all of us to preserve the fundamental components of socio-cultural fabric and the rich cultural heritage of our people. She hoped that a social oriented film such as 'Ant Ek Raste Anek' will be beneficial for all.

While pointing that this film is in Hindi, she expressed her hope that as the popularity of the film grows, it will go a long way in promotion of our National language in the State.

While appreciating the effort of 'Ant Ek Raste Anek' team, Singh called upon our filmmakers of the State also to go ahead in making in our indigenous dialects. This reminds me of the film, 'Sonam', which was in Monpa dialect and I enjoyed seeing very much, she added.

Speaking on the occasion, Agriculture Minister Setong Sena, who attended the programme as Guest of Honour said that cinema can help in canalizing creative potential of our youth.

Citing that it is an effective mode of influence the people, he called for films and television programmes in indigenous language.

Producer of the film and former Minister T.C. Teli and actor of the movie Bamang Pammi also spoke on the occasion.

Earlier the First Lady and Agriculture minister initiated the premiere show by lighting the inaugural lamp. Secretary IPR and Art & culture, Indra Mallo Jain, former ministers Lichi Legi and Talo Mugli along with large numbers of film lovers attended the show.

Produced by Abo Tani Charitable Society and Pammi's Film Production house, the film is maiden Hindi Motion Picture and directed by Dhanraj and Pammi. Story and script is done by Bamang Pammi, while music is given by Anupam and Krishna. The casts include Tai Tugang, Bamang Pammi, Likha Talam, Techii Yallar, Yumpe Taba, Nabam Babul, Happy, Taba Tomash and other, **adds the PRO.**

Sd/- Ome Tayeng, Asst. PRO