



“Improving the State of Movies and TV in India”

Collective inputs from over 200,000 Citizens in circle

“Transform India with Modi”

(Current state, Issues, Root Causes and Proposed Solutions)

September 14, 2015

Improving the State of Movies and TV in India

Executive Summary

Movies and Television are an integral part of the lives of the Indian audiences. There have been a lot of debates on the depiction of certain things on the screen and citizens have shared their views in positive and negative manner. The 200,000+ strong “Transform India with Narendra Modi” online community has come together to collectively identify the key issues, root causes and solutions for the Improving the State of Movies and TV in India and the community expects that the Government will work towards implementing the identified solutions.

Issues Identified:

1. Many times movies and TV show the bad side of people in a bad way
2. Many TV serials show family quarrelling and this affects the mind of the viewer
3. Movies are completely covered with the western culture
4. TV soaps show people having blind faith in black magic
5. Lot of violence shown even on cartoon channels
6. Some movie dialogues are quite crude and vulgar
7. Indian culture is shown to be disrespected in many movies and TV serials
8. Movies and TV soaps have started extensively marketing brands and products
9. Paid media on television is becoming a big problem
10. News channels most of the times sensationalize news
11. Movies show alcohol and cigarettes as a style statement
12. Too much of violence, sex, cheating, and conspiracies in fabricated stories are shown in the name of entertainment
13. Criminals are glorified
14. Movies take the attention away from the real life heroes.

Root Causes Identified:

1. Movies and TV are all about viewership
2. They are intentionally made dramatic to attract more viewers
3. TV soaps try to play with the psyche of the viewers
4. At the end of the day, it is all business

5. Movies and TV serials are happy to promote any brand which gives them decent money
6. Corporates/businesses pay TV channels to project a good image of them
7. News channels try to be different than the other channels and cross their lines
8. The censor board does not have set standards of content suitable to our culture and country
9. There has been rampant corruption in film censor board
10. TV channels only care about their TPRs and do not think about the impact on society
11. There is a lack of set penalties/challans for the non-adhering ones
12. Paid media is fast becoming the norm
13. There is a lack of balance between freedom of expression and reasonable restriction through censorship
14. Lack of a regulatory authority for TV/news channels
15. There is no limit to advertising timings during a TV show

Solutions Identified:

1. Movies and TV channels should also make motivational stories
2. Each movie and TV soap should have a viewer/content warning at the beginning and displayed throughout on the right hand top corner
3. Sexually provocative advertisements should not be showed on television till 11 pm and should have content warning at the beginning and displayed throughout on the right hand top corner
4. All news channels should be made to work with a common code of ethics and not sensationalize news items
5. The censor board should be made stronger and should be given more powers
6. Corruption in censor board should be controlled through process, systems and whistle blower reporting
7. Guidelines issued by Ministry of Information and Broadcasting should be re-visited in the context of current challenges of India
8. The television channels flouting the rules should be strictly fined and sanctions should be imposed if required
9. A lean team should be set up by the Government for giving ideas on bringing in innovation and future planning to movies and television industry
10. Government should give free hand to this body and should have journalist of international repute as rotating member of the panel
11. TV channels must give two hours per day for practical and useful education of the masses
12. A warning message should be shown every time there is smoking or drinking shown on TV/or in movies.

13. There should be a total ban on any kind of showing of pornography via video tapes/theatres/advertisements

Movies and TV in India – a few citizen posts and comments:

1. I would be happy if you take up subject on News on Indian Television, There is hardly any news. It is big drama. News is read in a glamorous/fashionable and artistic ways giving it the colour of channel promoters. Sometime they create hype to the extent that it increase your blood pressure / disturb your peace of mind and create hatred. Channels don't stop unless until the news take shape of their pre written script. 120news/in one minutes.– **KC Garg**
2. Have to make it compulsory for TV channels both private and government to dedicate one hour of their prime time to educate the masses. The regional channels can show development of the particular region and achievements of the self-help groups and small entrepreneurs to attract the young generation towards self-employment instead of focusing on negative news and generating hatred – **Gobind Deori**
3. TV serials and debates are being broadcast up to late night, some even round the clock. Viewers are tempted to watch them at the cost of their health (Which is a loss to the nation.) The broadcasting time may be restricted to 6am to 10pm. Programs for only adults may be broadcast later – **Rambharose**
4. The sentiments are fine, but the entire idea of movies needing to give message etc. is more idealistic than practical. After all movie makers make movies for profit and not social instruction. It is however necessary for the censor to be more sensible and able to differentiate between a movies that can be shown to the young and the adult. The soft porn type of movies that escape censor is worrying. these should be clearly rated X or something like that with restriction on time and place where they can be shown – **Chandrashekhara Sharma**
5. Mentioning of cast, creed, community, religion etc. in news against any incidents as well as in other programmes must be totally banned and anyone found flouting the laws should be heavily punished – **Ranjit Biswas**
6. Everybody knows the issues on Media, they are doing business, not social service. Nowadays business is war to earn money at any cost. So they sell news, etc. on behalf of ruling / opposition parties. There is no solution unless Government departments are waken up to the situation by themselves or by warning call from competent authority – **Subir Majumder**
7. Our movie should be inspiration to youngsters...Our Government should inspire to make good movies. We should promote good movies after release – **Anant Patil**
8. TV serials and our cinemas should depict our rich heritage and culture but not only aiming at cheap entertainment – **SC Hundekar**