

Beat: News

President Calls Upon Indian Film Industry To Nurture Universal Human Values

Cinema Is A Powerful Purveyor Of Values

New Delhi, India, 04.05.2015, 21:27 Time

USPA NEWS - The President, Mr. Pranab Mukherjee at the 62nd National Film Awards Function, in New Delhi on May 03, 2015. Union Ministers Mr. Arun Jaitley, Col. Rajyavardhan Singh and Secretary Mr. Bimal Julka are also seen.

The President of India, Mr. Pranab Mukherjee urged the film industry to look beyond markets and work together to help nurture universal human values which draw on our rich civilizational heritage that celebrates diversity and nurtures inclusiveness. The President presented the 62nd National Film Awards in New Delhi on May 3.

Speaking on the occasion, the President quoted Ritwik Ghatak, a great filmmaker and said “Cinema is no art for me. It is only a means to the end of serving my people”. Cinema has been an integral part of Indian culture and entertainment from the days of Dadasaheb Phalke’s Raja Harish Chandra of 1913, the first film made in India.

The President said that Indian cinema transcends national boundaries and is a powerful purveyor of ideas and values that impact the consciousness of millions of people. Indian movies not only showcase the multicultural diversity of the country but are also a tribute to its linguistic richness. They are a national treasure and our country’s “soft power”^[2] in the true sense of the term, forging international ties and navigating global horizons with ease.

The President said cinema in India crosses all boundaries of region, caste, creed and religion. It reflects the immense diversity of our nation which is home to different cultures, religions and languages. It shows the confluence of modernity and tradition as well as our ancient past and billion aspirations for the future. Digitization and the advent of modern technologies do not mean that we lose touch with the grass roots. Our content has to be our strength as it is entrenched deeply in our vibrant cultural milieu.

Article online:

<https://www.uspa24.com/bericht-4034/president-calls-upon-indian-film-industry-to-nurture-universal-human-values.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Doruvu Paul Jagan Babu

Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619