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Sabka Manoranjan: Accessibility at the Forefront at 55th IFFI

MD NDFC Prithul Kumar reiterates Government's commitment towards promoting inclusiveness in entertainment industry

#IFFIWood, 22 November 2024

The 55th International Film Festival of India (IFFI) has made significant strides in ensuring accessibility and inclusivity for all. At a press conference on "**Accessibility at IFFI**", Shri Prithul Kumar, Joint Secretary Broadcasting, Ministry of Information and Broadcasting, and Managing Director, NFDC, Shri Taha I. Haaziq, Secretary, State Commission for Persons with Disabilities, Goa and Ms. Vandana Boolchand, Head of Svayam, highlighted the transformative steps taken to make the festival a model of inclusivity. 55th IFFI, under the theme *Sabka Manoranjan*, introduces inclusivity initiatives such as sign language interpretation, accessible film screenings, barrier-free venues, sensitivity-trained staff, and digital tools like the Movie buff app, ensuring a welcoming cinematic experience for all.

Shri Prithul Kumar expressed confidence in the festival's inclusive initiatives. "The level of accessibility at IFFI has been stepped up this year. From trained volunteers and sensitized officers to a dedicated section of six films for persons with disabilities and 11 other accessible films, we have embedded accessibility at the core," he said. Shri Kumar also highlighted the Ministry's commitment to inclusivity, citing accessible guidelines released for the entertainment

industry to make cinema more inclusive. He lauded the efforts of the Goa Government and Entertainment Society of Goa (ESG) for hosting the event with such inclusivity.

Shri Taha L. Haaziq emphasized Goa's pioneering role in accessibility initiatives. "IFFI has truly