

SPEECH OF SHRI LA. GANESAN, HON'BLE GOVERNOR OF MANIPUR, AS CHIEF GUEST, ON THE OCCASION OF DISTRIBUTION OF 14TH MANIPUR STATE FILM AWARDS, 2022 ON 9TH APRIL, 2022 AT PALACE AUDITORIUM, MSFDS, IMPHAL.

Shri Awangbow Newmai ji,
Hon'ble Minister of Water Resources,
Officials of Manipur State Film Development Society,
Friends from Electronic and Print Media,
Sisters and Brothers,

MAYAMBU KURUNJARI

It gives me immense pleasure to be among all the famous film makers, Directors, Producers, Writers, Artistes in Manipur Cinema, this evening on the occasion of Golden Jubilee Celebration and distribution of 14th Manipur State Film Awards, 2022, organized by Manipur State Film Development Society. My heartiest congratulations to all the Awardees and my support is always with you for the success of your future endeavors. It is, indeed, gratifying to note that Manipur State Film Award is the most prominent film award ceremony of the State like the National Film Awards.

These awards are given to encourage the people film industry. Being a strong medium, I encourage the film makers to make films which would show the diverse and rich Culture of Manipur. This would not only help in saving the Culture of Manipur, among the youth of today, but also help in spreading awareness of this strong Culture to other people outside Manipur. I further request film

makers to take films based on the vast and proud History of Manipur. The unsung heroes of Manipur can be made known to the world through this strong media

The types of Films have changed over the years. From 3 and half hours movies, to 3 minute movies. From big silver screen releases to small screens. From 3 shows a day to 24 hours continuous screening and from Theater release to OTT, Youtube and other platforms. But the love for movies and the effect of the film is still the same.

Cinema is a very powerful weapon to reach the masses. The reach of a message through movie is very strong and the access is also easy. Many ideas and views when said through movies are easily accepted by the people. True to the words, “**seeing is believing**” cinema makes the masses **believe** in what they see.

When a war hero is shown in film, the actor is looked at as the original war hero. **Such is the power of cinema.** Many know Mahatma Gandhi, but relate to him, in real life after seeing the movie ‘**Gandhi**’.

Most of the people know the story of Ramayan or Mahabarath only after seeing it in movies or serials. Likewise much of the History of our Nation is known only through movies. Rather people remember these heroes, stories and History easily, when it is showcased as a film.

Not only these, movies which highlight **social issues** reach the masses easily and the whole issue attracts more support. Let it be the new Bride who demands for a toilet in the movie (Toilet: Ek Prem Katha), let it be a middle class man fighting for the menstrual hygiene of village women in (Pad Man) or the out of the box teacher who teaches the Dyslexic child in (Taare Zameen par). These social causes would never have reached the common man but for these movies.

Not only this movies also help in politics as three past Chief Ministers in Tamilnadu and two Chief Ministers in Andhra pradesh were from cinema back ground. Why one American President and the current President of Ukraine are also from movies. Thus movies also help people decide in politics.

Whether it be Drama, Action, Comedy, Bibliography or any other genre, films are like a Two sided sword and can be used well or ill. If made well and with good content, it will be remembered by many for a long time.

I once again congratulate to all the Awardees who have received the various awards and request them to endeavor to make many such films which will be remembered by all.

The efforts put to organize this Manipur State Film Awards distribution function by MSFDS are really laudable and I compliment their sincere efforts to promote arts and culture in the State. I am confident that the organization of such a function will be

a morale booster for everyone in the film industry of the State. I am also confident that the efforts of the MSFDS will surely help in elevating the standard of cinema and also in encouraging the young artistes and technicians in Manipur.

I extend my thanks to the organizers for giving me the privilege to grace the occasion.

THAKATCHARI

Thank you,

Jai Hind.