

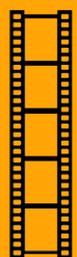


मेंटौर & मैस्कॉट भारतीय फिल्म महासंघ



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Mentor & Mascot Indian Film Federation





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SHRI NARENDRA MODI
(Hon'ble Prime minister of India)

PRIME MINISTER MESSAGE

The Hon'ble Prime Minister of India advised the film and entertainment industries to channel their energy into creating unique and inspiring creations that ordinary usual audience can encourage. Our Entertainment and Film Industry is integrated, vibrant and diverse. Our movies connect and made our society better with meaningful messages, as well as the music and dance which shows our culture has an immense impact globally.



SUBHASH SEHGAL
National President, MMIFF

NATIONAL PRESIDENT MESSAGE

At MMIFF, we embrace the ethos of achieving the extraordinary, guided by the blessings of LORD RAM. Our unwavering commitment to quality has been our guiding principle. We meticulously select the finest talents from the vast entertainment industry, valuing excellence over size. We recognize potential in even the unpolished diamonds, offering them opportunities to refine their craft and soar to new heights.

As the National President of this esteemed organization MMIFF, I humbly embrace the responsibility entrusted to me. Motivated by this, I aspire to elevate our organization to unprecedented levels, a feat only achievable with the support of a dedicated team. Fortuitously, we are backed by a highly competent team dedicated to maintaining and achieving excellence.

Together, we pledge to infuse vibrant hues into our beloved entertainment industry, contributing our share to the nation-building journey.



JITENDER SHARMA
Founder - Chairperson, MMIFF

CHAIRPERSON MESSAGE

It is a tremendous honor for me to serve as the Chairperson of the Mentor & Mascot Indian Film Federation (MMIFF). I am committed to pursuing the goals we set when we embarked on this wonderful journey in 2015.

The Mentor & Mascot Indian Film Federation is an organization dedicated to protecting, promoting, and advocating for the interests of the Indian Film Industry on a global scale. Our members comprise a diverse group of film producers, directors, writers, actors, actresses, technicians, musicians, singers, choreographers, film distributors, exhibitors, and others involved in the film industry.

As an association for creatives, we are focused on effectively promoting diversity, equity, and inclusion (DEI). Our mission is to enhance and promote Indian culture, heritage, and dignity worldwide. We aim to support one another and celebrate accomplishments across all areas of specialization. It is our responsibility to uphold DEI in all aspects of our operations, including our membership, policies, and practices, and to foster an inclusive culture essential for the present and future growth of our organization.

We have numerous objectives and exciting initiatives planned for the upcoming year and beyond, and we genuinely hope you will join us. Despite the challenges posed by the pandemic, our organization continues to grow. Over the last three years, MMIFF has seen significant growth in both our initiatives and membership, reflecting our collective commitment to strengthening and developing our industry. This progress would not have been possible without the unwavering support of our members, for which we are eternally grateful.

Thank you.

FORMER PRESIDENT MESSAGE

DR. S. KRISHNA KUMAR
Indian Administrative Service (Retd.)
Former Union Minister
(Petroleum, Defence, Information &
Broadcasting)



National President
MMIFF



Message

Dear Members,

Please accept my heartfelt greeting to all the Patrons, Chairman, Managing Director, Ambassadors, Honorary Members & Executive Members of Mentor & Mascot Indian Film Federation.

I warmly welcome all the existing and new members of the MMIFF. It is like core objective of MMIFF to promote and protect in all possible ways the interests of the Indian Film Industry and to elevate it to reach top international levels while promoting Indian culture and heritage across the world.

MMIFF acts as a platform for Members and facilitates their interaction with Distributors, Industry Bodies and Government Agencies. We seek to protect all our members and constituents from any unfair or unethical practices from entities who discredit the Industry.

It is the goal of MMIFF to encourage, the development of and to disseminate and general knowledge and information related to the Film Industry by organizing lectures, discussions, award shows, film festivals, conferences and by publication of magazines and much more.

I wish all the members to have productive and prosperous times ahead and may we scale new heights of creativity together through fulfilling the noble objectives of MMIFF.

Thanking You, and with the warmest regards

Yours Sincerely

Dr. S. Krishna Kumar (IAS Rtd)
(Former Union Minister)

Our Team

MMIFF MANAGEMENT



JITENDER SHARMA

He orchestrates the federation's vision, pioneering ethical frameworks and championing the cinematic evolution of Indian film on the global stage.

FOUNDER-CHAIRPERSON

VANI SHARMA

She is the driving force behind the federation's dynamic initiatives, merging creativity with strategy to elevate talent and foster industry innovation.

VICE CHAIRPERSON



Key Members of MMIFF:

The key members of MMIFF Board, Council and Committee of the Mentor & Mascot Indian Film Federation are visionary leaders who drive the federation's core mission. With diverse expertise spanning film production, distribution, legal affairs, and industry advocacy, they are instrumental in shaping policies that uphold fair practices and foster growth within the Indian film industry. Their strategic guidance, collaborative spirit, and commitment to innovation ensure that the MMIFF remains a dynamic force, championing the interests of filmmakers, artists, and stakeholders on a national and global scale.

Key Member's of MMIFF:



SUBHASH SEHGAL

National President, MMIFF

*Filmmaker, Director, Editor, Writer
Chairman, National Film Awards, Jury
Member - IATA, and Screen Films Awards*



DR. GAURAV GUPTA

President International, MMIFF

Founder - Global Trade Technology Council of India



VISHAL MEHRA

Vice President, MMIFF

*Head of Eagle Film, Project Head - MX
Player, Associated with Endemol, Balaji,
and Sony TV*



ANIL KUMAR GARG

National Advisor, MMIFF

Media Panelist, and Social Activist



JITEN PARIKH

National Secretary, MMIFF

Filmmaker, Director, and Actor



DR. ANANT RAM

Joint Secretary, MMIFF

Advisor - HEARP, Former Official - UGC, G.O.I



DR. GAURAV GOYAL

**Director General- Regional & Sub-
Regional Council (DG-RSRC)**

*Managing Director - Gopal's 56
(Fame Shark Tank India)*



PAWAN KK. NAGPAL

**Director General - Casting and
Talent Management**

Filmmaker, Director, Casting Director



BALVINDER SINGH BINDRA

Director General - Corporate Affairs

Govt. Affairs Head - SMT,



ARPIT SINGHAL

**Director General - Event Organizing
Committee (DG-EOC)**

Founder - Box of Xpressions

Key Members of MMIFF Women's Council:

The Women's Council of the Mentor & Mascot Indian Film Federation is dedicated to advancing gender equality and empowering women within the film industry. This influential body works tirelessly to amplify female voices, champion equitable practices, and foster opportunities for women at all levels of the industry. By focusing on mentorship, advocacy, and strategic initiatives, the Women's Council plays a crucial role in shaping a more inclusive and dynamic cinematic landscape, ensuring that women's contributions and perspectives are celebrated and recognized.

Key Member's of MMIFF Women's Council:



ROCHIKA AGARWAL

National President, MMIFF Women's Council

National Spokesperson - BJP, Chairperson - VSHS, Advisor & Jury Member - CBFC, GOI.



KISHORI SHAHANE VIJ

Vice President, MMIFF Women's Council

Indian Film & Television Actress



NEELU KOHLI

Vice President, MMIFF Women's Council

Indian Film & Television Actress



REKHA GUPTA

National Advisor, MMIFF

Film Curator, Creative Consultant, and Film Critics, National President (Women's Wing) - Bharat Tibet Sahyog Manch, Former Member - CBFC, Jury-National Awards, IFFI Goa, SCO Films, BIFF, CBFF.



ANERI SAVLA

National Advisor, MMIFF

Co-founder - Motion Mingle / Mingle with Star, Former VP Head - Shemaroo Entertainment.



SANGHAMITRA DUTTA BHASIN

National Advisor, MMIFF

Sr. Consultant - Sourcing & Selection, Wadhvani Foundation.



DR. DEEPA GUPTA

President - Corporate Social Responsibility (CSR) Committee

Dean - GL Bajaj Institute of Management



DR. NANCY JUNEJA

Director General - Skill Development & Internship Training Program (DG-SDITP)

CEO & Founder - RevUp Life Skills, Co-founder - MentorX, Director - Lucr8 Ventures



DEVANGGANA CHAUHAN

National Secretary, MMIFF

Indian Actress, and Radio Jockey



RUHI HAK

International Head, USA

International Filmmaker, Founder - Hopeb-lit, USA

About the Indian Film Industry

Introduction

The Indian film industry, one of the most prolific and diverse film industries globally, has significantly influenced world cinema, especially since the late 20th century. Known for its multilingual and multicultural productions, the industry spans various regional cinemas, each contributing to its rich tapestry. This profile delves into the history, key milestones, and the major film industries within India, offering a comprehensive overview of its evolution and current stature.



EARLY HISTORY AND EVOLUTION



Dadasaheb Phalke and the Birth of Indian Cinema:

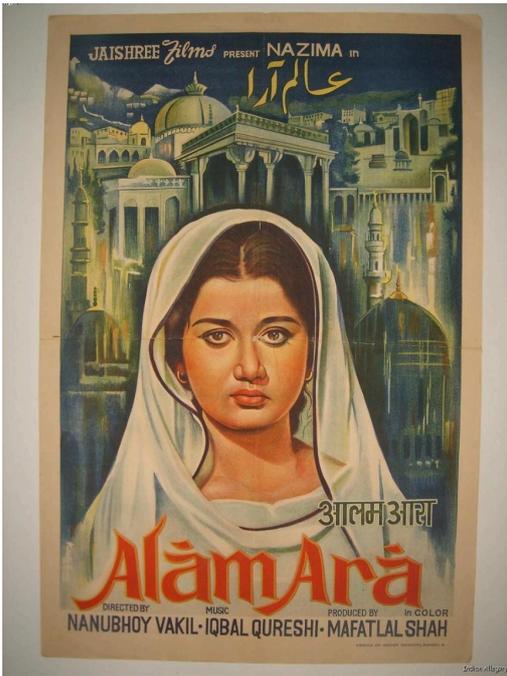
The inception of Indian cinema is attributed to Dadasaheb Phalke, often referred to as the "Father of Indian Cinema." His seminal work, Raja Harishchandra, released in 1913, is widely regarded as the first full-length Indian feature film. This silent movie set the stage for a burgeoning film industry. Despite debates over whether Shree Pundalik, released in 1912, was the first, Raja Harishchandra holds official recognition due to its narrative structure and production scale.

Phalke's vision was inspired by watching The Life of Christ in 1911. He traveled to London to master filmmaking techniques before establishing the Phalke Films Company, pioneering a new era in Indian entertainment.

THE ADVENT OF SOUND: ALAM ARA

The Indian film industry entered the sound era with Alam Ara in 1931, directed by Ardeshir Irani. This film was a landmark as it was the first Indian talkie, integrating synchronized sound into its narrative. Alam Ara's success demonstrated the audience's appetite for sound films, leading to a rapid decline in the production of silent films.

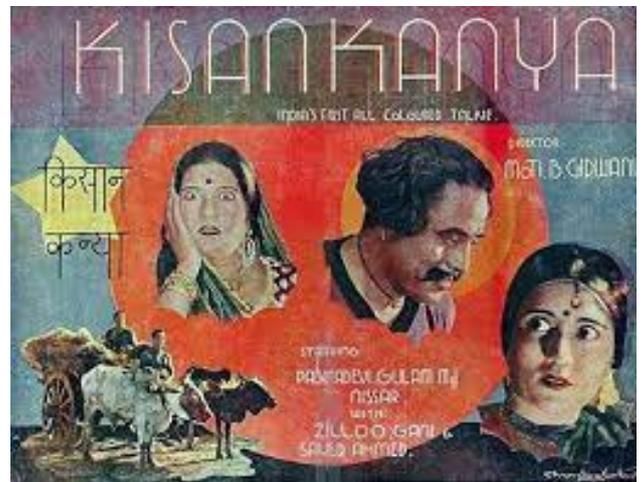
Inspired by the part-talkie Show Boat (1929), Irani adapted a popular play into a film that blended drama and romance, appealing widely to Indian audiences. The film's production on a budget of ₹40,000 marked a significant investment in new technology, setting a precedent for future productions.



THE EMERGENCE OF COLOR: KISAN KANYA

The transition to color films began with Kisan Kanya in 1937, directed by Moti Gidwani and produced by Ardeshir Irani. This film, noted as India's first indigenously made color movie, utilized the Cinecolor process. Although the earlier Marathi film Sairandhri (1933) featured colored scenes, Kisan Kanya was entirely produced and processed in India, marking a significant technological advancement.

Based on a novel by Saadat Hasan Manto, Kisan Kanya highlighted the plight of farmers, resonating with contemporary social issues. Its moderate box office success underscored the potential for color films in Indian cinema.





Linguistic and Regional Diversity



MULTILINGUAL CINEMA

Indian cinema is inherently multilingual, reflecting the country's linguistic diversity. The industry produces films in numerous languages, with Hindi, Telugu, Tamil, Malayalam, and Kannada being prominent. In 2019, Hindi films accounted for 44% of box office revenue, followed by Telugu (13%) and Tamil (13%). Other significant languages include Bengali, Marathi, Odia, Punjabi, Gujarati, and Bhojpuri.

This linguistic diversity has fostered a unique cinematic landscape where regional films not only cater to local audiences but also achieve national and international acclaim. Dubbing and subtitling have further facilitated the cross-regional reach of films, contributing to a pan-Indian film movement.

GLOBAL REACH AND ECONOMIC IMPACT

The Indian film industry is a global entity, with a significant international audience, particularly among the Indian diaspora. Overseas viewers contribute approximately 12% of the industry's revenue. The industry's expansive output, with around 2,000 films produced annually, surpasses that of Hollywood, positioning it as the world's largest film industry by volume.

In 2019, the Indian film industry generated a total gross of approximately ₹19,000 crore (\$2.7 billion), ranking third globally in terms of box office revenue. This economic impact underscores its importance as both a cultural and financial powerhouse.



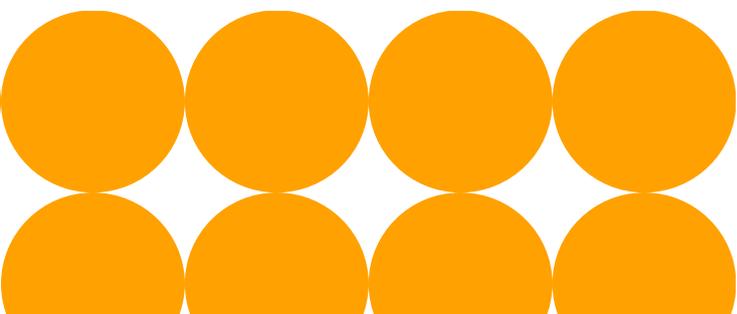
TOP 10 FILM INDUSTRIES IN INDIA

BOLLYWOOD (HINDI CINEMA)

Bollywood, situated in Mumbai, is synonymous with the Hindi film industry. It's not only the largest film industry in India but also one of the most prolific globally. With a rich history dating back over a century, Bollywood churns out a staggering number of films each year, around 364 out of the 1986 films released in 2017. The industry boasts a massive audience base, with Hindi movies selling millions of tickets annually. Notable figures like Dadasaheb Phalke, considered the "Father of Indian Cinema," paved the way with iconic works like "Raja Harishchandra," the first full-length silent feature film in India.

TOLLYWOOD (TELUGU CINEMA)

Telugu cinema, known as Tollywood, thrives in the states of Andhra Pradesh and Telangana. It's recognized for its significant contributions to Indian cinema, with movies like "Bhakta Prahlada" marking milestones in the transition to sound films. Renowned filmmakers like Raghupathi Venkaiah Naidu laid the groundwork for the industry's success, and today, Telugu films dominate both commercially and artistically, selling over 233 million tickets in 2022 alone.





MOLLYWOOD (MALAYALAM CINEMA)

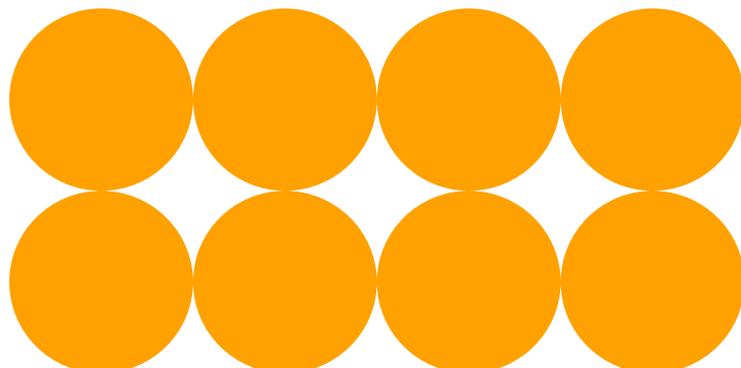
The Malayalam film industry, based in Kerala, boasts a reputation for its storytelling prowess and cinematographic excellence. Though its origins trace back to the 1920s, it wasn't until the late 1940s that the industry began to flourish. Since then, Malayalam cinema has garnered critical acclaim, earning numerous national awards and accolades for its actors, directors, and films.

SANDALWOOD (KANNADA CINEMA)

Sandalwood, dedicated to Kannada language films, is a vital part of the Indian film industry, rooted in the state of Karnataka. With milestones like the release of "Sati Sulochana," the first Kannada talkie film, the industry has a rich heritage of innovation and experimentation. Notable works like "Ghatashraddha" and the commercially successful "K.G.F." series showcase Sandalwood's versatility and appeal.

POLLYWOOD (PUNJABI CINEMA)

Punjabi cinema, known as Bollywood, has a legacy dating back to the 1920s in Lahore, then part of British Punjab. From its early silent films to modern blockbusters, Bollywood has evolved significantly, producing internationally recognized works like "Heer Ranjha." Many filmmakers who started in Punjabi cinema have achieved global acclaim, contributing to the industry's growth and success.



MARATHI FILM INDUSTRY

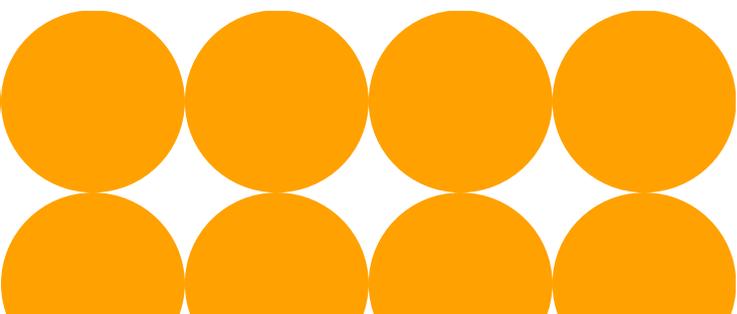
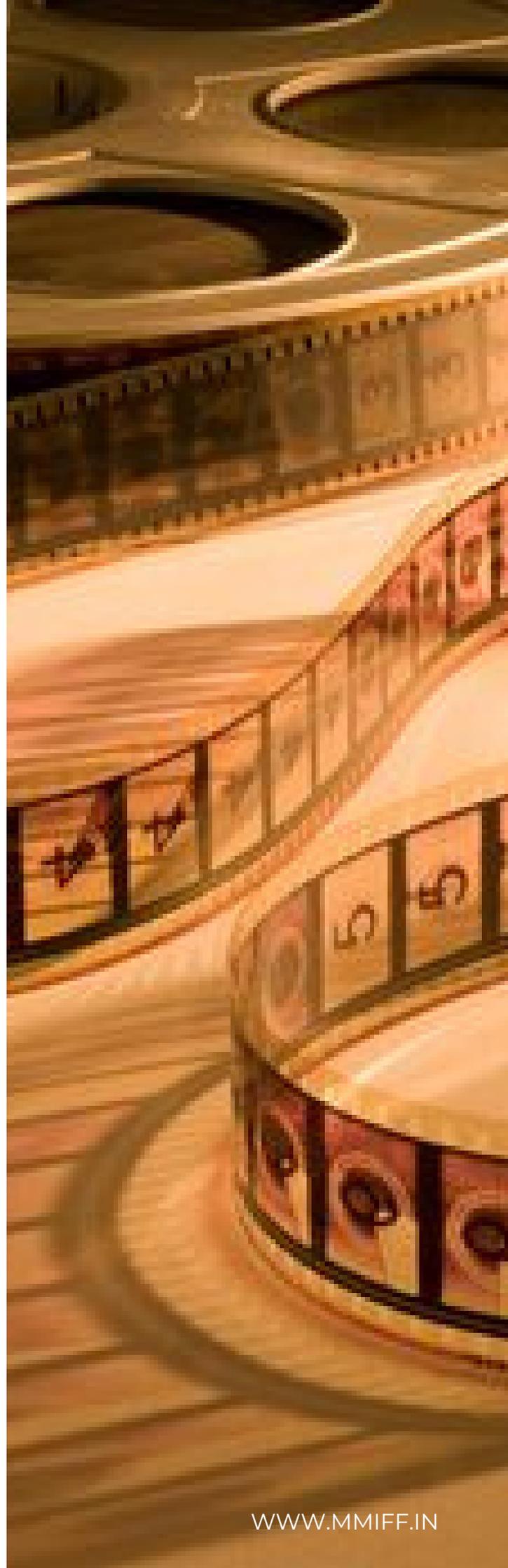
Marathi cinema, the oldest film industry in India, originated in Mumbai and has a history spanning over a century. With films like "Shree Pundalik," Marathi cinema laid the foundation for Indian filmmaking. Over the years, it has evolved to encompass diverse genres and themes, earning recognition at national and international film festivals.

BENGALI FILM INDUSTRY

Bengali cinema has a rich heritage dating back to the late 19th century, with pioneers like Hrishik Ghatak and Satyajit Ray revolutionizing Indian cinema with their experimental works. Known for its artistry and storytelling, Bengali cinema has produced iconic films and nurtured legendary talents, making significant contributions to parallel cinema in India.

BHOJPURI CINEMA

Bhojpuri cinema, centered in Bihar and Uttar Pradesh, emerged in the 1960s and has since grown into a significant part of Indian cinema. With films like "Ganga Maiyya Tohe Piyari Chadhaibo," Bhojpuri cinema reflects the cultural richness of the region. Today, it enjoys a sizable audience base, extending beyond India to regions like the Caribbean and North America.





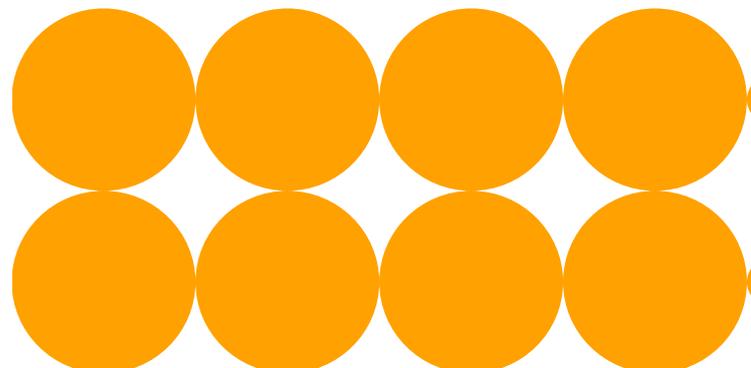
OLLYWOOD (ODIA CINEMA)

Odia cinema, popularly known as Ollywood, thrives in Odisha, with Bhubaneswar and Cuttack serving as its hubs. Recognized for its unique storytelling and cultural representation, Ollywood has undergone a renaissance, thanks to filmmakers like Mohammad Mohsin. The industry continues to evolve, capturing the essence of Odia culture and heritage.

DHOLLYWOOD (GUJARATI CINEMA)

Gujarati cinema, also known as Dhollywood, has a vibrant history, producing over a thousand films since its inception. With themes ranging from traditional folk tales to contemporary issues, Dhollywood reflects the cultural diversity of Gujarat. The industry continues to innovate and grow, captivating audiences with its unique storytelling and vibrant visuals.

TOP 10 FILM INDUSTRIES IN INDIA





India's contribution to the global film industry is indeed substantial and multifaceted. Here's a breakdown of some key aspects:

- **Historical Significance:** India's film industry, often referred to as Bollywood (for Hindi cinema) and encompassing regional cinemas as well, has a rich history dating back to the early 20th century with pioneers like Dadasaheb Phalke. The production of "Raja Harishchandra" in 1913 marked the beginning of Indian cinema, setting the stage for a thriving industry.
- **Sheer Volume of Production:** The Indian film industry is the largest in the world by the number of films produced annually. With an output ranging from 1,500 to 2,000 films per year in various languages, it consistently churns out a staggering quantity of content, catering to diverse audiences both domestically and internationally.
- **Economic Impact:** The Indian film industry is a significant contributor to the country's economy. With a market value exceeding INR 100 billion (USD 1.43 billion) in 2019 and projected to grow at a compound annual growth rate (CAGR) of 11.6%, it generates substantial revenue and provides employment to millions of people across various sectors, including film production, distribution, exhibition, and ancillary services.
- **Global Reach:** Indian cinema has gained widespread popularity beyond its borders, attracting audiences from diverse cultural backgrounds. Bollywood films, in particular, have a global appeal and enjoy considerable success in markets across Asia, Europe, Africa, and the Americas. Indian producers actively explore opportunities for film exports to countries like Singapore, New Zealand, France, Japan, and others, tapping into lucrative international markets.
- **Cultural Influence:** Indian films, with their vibrant storytelling, colorful visuals, and memorable music, have left an indelible mark on global popular culture. They offer a unique blend of entertainment, artistry, and social commentary, resonating with audiences worldwide and fostering cross-cultural exchange.

Overall, India's film industry continues to play a pivotal role on the global stage, not only as a powerhouse of cinematic creativity and innovation but also as a driver of economic growth and cultural diplomacy.



ABOUT FEDERATION

Mentor & Mascot Indian Film Federation (MMIFF)

Mentor & Mascot Indian Film Federation (MMIFF) is a dedicated organization committed to fostering and championing the Indian Film Industry on the global stage. MMIFF diligently oversees the welfare of key stakeholders, including actors, actresses, artists, producers, distributors, and exhibitors, ensuring fair and just practices within the industry. The federation strives to establish and uphold equitable principles, maintaining consistency in rules and regulations. MMIFF facilitates the creation of standardized contracts, regulates their execution, and addresses disputes through arbitration. With a focus on the economic interests of the film industry, the federation actively engages in promoting, supporting, or opposing legislative and executive actions.

MMIFF stands as a proactive force, taking necessary steps to elevate and safeguard the vibrant tapestry of the Indian Film Industry.

Our Philosophy

The philosophy of the Mentor & Mascot Indian Film Federation (MMIFF) revolves around fostering creativity, inclusivity, and excellence in Indian cinema while championing the interests and welfare of all industry stakeholders. MMIFF is dedicated to ensuring fair and just practices within the Indian film industry by maintaining consistency in rules and regulations, establishing and upholding equitable principles, and facilitating standardized contracts to protect the interests of actors, actresses, artists, producers, distributors, and exhibitors.

The organization aims to promote, support, and advance the interests of Indian cinema both domestically and internationally, fostering creativity, innovation, and excellence in film production and direction to ensure that Indian cinema remains vibrant and globally impactful. Embracing the richness of India's cultural mosaic, MMIFF is committed to promoting diverse narratives and ensuring equal representation of voices from various regions, languages, and communities. The federation supports filmmakers in adopting cutting-edge technologies, fostering virtual storytelling, and exploring new formats to enhance the cinematic experience.

MMIFF seeks to strengthen ties with international film industries, fostering collaborations and co-productions to promote Indian cinema on the global stage, building bridges between cultures, and creating opportunities for Indian filmmakers. Committed to nurturing the next generation of filmmakers, MMIFF provides educational programs, workshops, and partnerships with educational institutions, fostering continuous learning and growth within the industry.

Recognizing the influential role of cinema in shaping societal norms, MMIFF uses its platform for positive social impact by supporting films that address pressing social issues and encouraging filmmakers to contribute to meaningful discourse and change. In response to global environmental challenges, MMIFF promotes eco-friendly practices in filmmaking, raising awareness about environmental issues, and leading by example in sustainability.

MMIFF aims to strengthen the bond between filmmakers and audiences by leveraging digital platforms for interactive experiences, promoting film festivals, and encouraging dialogues between filmmakers and the public. Upholding high ethical standards and professional practices, MMIFF encourages responsible filmmaking that respects cultural sensitivities and social responsibilities. The federation recognizes and celebrates outstanding achievements in the Indian film industry through awards, honors, and accolades to motivate and inspire excellence among filmmakers and artists. By facilitating cross-cultural dialogues and collaborations, MMIFF enhances global appreciation of Indian cinema through film festivals and art exhibitions, promoting cultural exchange and mutual understanding. Through these principles, MMIFF aims to elevate and safeguard the vibrant tapestry of the Indian Film Industry, ensuring its growth, sustainability, and positive impact on both the national and global stages.

MMIFF MISSION AND VISION 2030



The Mentor & Mascot Indian Film Federation (MMIFF) stands at the forefront of the country's cinematic landscape, shaping the narrative and promoting the diverse tapestry of Indian cinema. As we look ahead to 2030, MMIFF has articulated a compelling mission and vision that charts a course for the future of the Indian film industry.

Mission Statement:

MMIFF's mission is to foster creativity, inclusivity, and excellence in Indian cinema, transcending boundaries to make a global impact. With a commitment to nurturing emerging talent and upholding the rich cultural heritage of India, MMIFF aims to be a catalyst for positive change within the film fraternity and society at large.

WWW.MMIFF.IN

Vision 2030:

Diversity and Representation:

MMIFF envisions a film industry that reflects the richness of India's cultural mosaic. The federation is dedicated to promoting diverse narratives, ensuring equal representation of voices from various regions, languages, and communities.

Innovation and Technology:

Embracing technological advancements, MMIFF strives to be at the forefront of innovation in filmmaking. The vision includes supporting filmmakers in adopting cutting-edge technologies, fostering virtual storytelling, and exploring new formats to enhance the cinematic experience.

Global Collaboration:

MMIFF aims to strengthen ties with international film industries, fostering collaborations and co-productions. By promoting Indian cinema on the global stage, the federation seeks to build bridges between cultures and create opportunities for Indian filmmakers to showcase their talent to a wider audience.

Education and Skill Development:

MMIFF is committed to nurturing the next generation of filmmakers. The vision includes the establishment of educational programs and workshops to enhance the skills of aspiring filmmakers, fostering a continuous cycle of learning and growth within the industry.

Social Impact and Responsibility:

Recognizing the influential role of cinema in shaping societal norms, MMIFF aspires to use its platform for positive social impact. The vision includes supporting films that address pressing social issues, encouraging filmmakers to contribute to meaningful discourse and positive change.

Sustainable Filmmaking:

In response to global environmental challenges, MMIFF envisions a sustainable film industry. The federation aims to encourage eco-friendly practices in filmmaking, raising awareness about environmental issues, and leading by example in promoting sustainability.

Audience Engagement:

MMIFF aims to strengthen the bond between filmmakers and audiences. The vision includes leveraging digital platforms for interactive experiences, promoting film festivals, and encouraging dialogues between filmmakers and the public.

As the Mentor & Mascot Indian Film Federation propels into the future with this ambitious mission and vision for 2030, it stands poised to contribute significantly to the evolution of Indian cinema and its enduring impact on the world stage.

OUR OBJECTIVES

Promotion and Development of Indian Cinema: To promote, support, and advance the interests of Indian cinema both domestically and internationally. This includes fostering creativity, innovation, and excellence in film production, direction, and other related fields.

Representation and Advocacy: To represent the Indian film industry in interactions with government bodies, policymakers, and international organizations. The Federation aims to advocate for favorable policies, incentives, and regulations that support the growth and sustainability of the film industry.

Training and Education: To provide and facilitate training, education, and skill development programs for individuals involved in various aspects of filmmaking. This includes workshops, seminars, and partnerships with educational institutions to nurture new talent and enhance the skills of existing professionals.

Networking and Collaboration: To foster a spirit of collaboration and unity within the Indian film industry by organizing networking events, conferences, and film festivals. These platforms aim to encourage cooperation among filmmakers, producers, distributors, and other stakeholders.

Preservation of Film Heritage: To actively engage in the preservation and restoration of India's cinematic heritage. This involves supporting archives, museums, and initiatives that conserve classic and historically significant films for future generations.

Market Expansion and Access: To assist in expanding the market for Indian films globally. This includes supporting distribution channels, participating in international film festivals, and creating opportunities for Indian films to reach a wider audience.

Research and Development: To conduct and support research on trends, challenges, and opportunities within the film industry. This includes publishing reports, white papers, and providing data that can help industry stakeholders make informed decisions.

Ethical Standards and Practices: To uphold and promote high ethical standards and professional practices within the industry. The Federation encourages responsible filmmaking that respects cultural sensitivities and social responsibilities.

Recognition and Awards: To recognize and celebrate outstanding achievements in the Indian film industry through awards, honors, and accolades. These acknowledgments aim to motivate and inspire excellence among filmmakers and artists.

Cultural Exchange: To promote cultural exchange and mutual understanding through film. The Federation aims to facilitate cross-cultural dialogues and collaborations that enhance the global appreciation of Indian cinema.

Annual Film Festival: To organize and promote an annual film festival aimed at exhibiting new talent and encouraging grassroots filmmakers. This festival will serve as a platform for emerging artists to showcase their work and gain recognition.

Fundraising Events: To organize fundraising events for the film festival and the Federation. These events will help secure the necessary resources to support various initiatives and activities.

Transparency and Integrity: To maintain a high standard of openness and integrity in our submission and award procedures. This ensures fairness and credibility in recognizing talent and achievements.

Regional, National, and International Festivals: To organize regional, national, local, and international film festivals and art exhibitions. These events provide young filmmakers with a space for the display and dissemination of their artworks.

OUR JOURNEY

Since its establishment, the Mentor & Mascot Indian Film Federation (MMIFF) has embarked on a transformative journey dedicated to elevating and safeguarding the Indian film industry. Our journey has been characterized by a steadfast commitment to creating a fair and equitable environment for all industry stakeholders, including actors, artists, producers, distributors, and exhibitors. We have diligently worked to standardize contracts, regulate their execution, and address disputes through effective arbitration, ensuring that industry practices are both just and transparent.

Our response to the global challenges posed by the pandemic exemplifies our adaptability and forward-thinking approach. Embracing technological advancements, we have supported virtual storytelling and explored innovative formats to enrich the cinematic experience. This adaptability has allowed us to stay at the forefront of industry trends while continuing to champion the diverse voices and creative talents within the Indian film community.

A significant highlight of our journey has been our concerted efforts to foster global collaborations and promote Indian cinema on the international stage. By building bridges with international film industries, we have created valuable opportunities for Indian filmmakers to showcase their work to a broader audience. Our initiatives include facilitating co-productions and strengthening cultural exchanges, which have contributed to a more vibrant and interconnected global cinematic landscape.

In our mission to nurture the next generation of filmmakers, MMIFF has launched a range of educational programs and workshops designed to enhance skills and foster talent. Our commitment to social responsibility is reflected in our support for films that address critical social issues and our promotion of sustainable filmmaking practices. We recognize the impact of cinema on societal norms and strive to use our platform for positive change, advocating for environmentally friendly practices and raising awareness about pressing global challenges.

Our efforts to engage with audiences have been bolstered by leveraging digital platforms and interactive experiences, which have strengthened the connection between filmmakers and viewers. Through awards and accolades, we celebrate outstanding achievements and inspire excellence within the industry, providing recognition and motivation for artists and creators.

MMIFF's influence extends across a broad geographical spectrum, encompassing states such as Delhi/NCR, Uttar Pradesh, Haryana, Jammu & Kashmir, Rajasthan, Gujarat, Punjab, West Bengal, Maharashtra, Bihar, Arunachal Pradesh, Telangana, Kerala, Andhra Pradesh, Odisha, Meghalaya, Madhya Pradesh, Goa, and Karnataka. This extensive presence highlights our commitment to fostering a unified and inclusive film community across India. By ensuring that our initiatives reach filmmakers and stakeholders in diverse regions, we contribute to the overall growth and sustainability of the Indian film industry.

As we look to the future, MMIFF remains dedicated to preserving India's rich cinematic heritage while promoting cultural exchange and global appreciation of Indian cinema. Our journey is driven by a vision of continued excellence and impact, ensuring that the Indian film industry thrives on both national and international stages.

History and Development of MMIFF

Introduction

Founded by Mr. Jitender Sharma, the Mentor & Mascot Indian Film Federation (MMIFF) represents a significant evolution from the Mentor & Mascot Group, which began its journey in 2015. From its early days, the organization has been dedicated to advancing the Indian film industry and fostering innovation across various facets of cinema and entertainment. This comprehensive history details MMIFF's development, including its milestones and unique intellectual properties.

The Mentor & Mascot Group (2015-2020):

2015

- Establishing a Vision:

- **Founding Initiatives:** The Mentor & Mascot Group was established with a mission to support and enhance the entertainment industry and start the Mentor & Mascot Entertainment Private Limited. In its formative years, the group focused on creating opportunities for filmmakers and artists through networking events, workshops, and seminars.

2017

- First International Film Festival and Awards:

- **Mentor & Mascot International Film Festival:** In 2017, the group hosted its inaugural international film festival, known as the Mentor & Mascot International Film Festival (MMIFF). This landmark event marked the group's expansion into the global arena, showcasing a diverse array of films and providing a platform for international filmmakers.
- **Mentor & Mascot Golden Academy Awards:** The same year, the Mentor & Mascot Golden Academy Awards (MMGAA) were introduced to recognize outstanding achievements in the film industry. These awards set a high standard for excellence and innovation in cinema.

2018-2019

- Strengthening Global Presence and Celebrating Excellence

- **MMIFF:** Building on its 2017 launch, the MMIFF continued to expand its influence in 2018 and 2019, showcase diverse films, enhancing its global presence and fostering international collaboration.
- **MMGAA:** The Mentor & Mascot Golden Academy Awards honored outstanding achievements in filmmaking, celebrating excellence and innovation, and setting high industry standards.

Formation of the Mentor & Mascot Indian Film Federation

2020

- Foundation of MMIFF:

- **Formal Establishment:** Building on the successes of the Mentor & Mascot Group, MMIFF was formally established in 2020. The federation aimed to provide a structured platform for industry advocacy, support, and growth.
- **Pandemic Adaptation:** The COVID-19 pandemic presented challenges that MMIFF navigated with resilience, transitioning to virtual events and advocating for industry relief.

2021

- Expanding Reach and Influence:

- **Geographic Expansion:** MMIFF extended its presence to numerous states across India, including Delhi/NCR, Uttar Pradesh, Haryana, Jammu & Kashmir, Rajasthan, Gujarat, Punjab, West Bengal, Maharashtra, Bihar, Arunachal Pradesh, Telangana, Kerala, Andhra Pradesh, Odisha, Meghalaya, Madhya Pradesh, Goa, and Karnataka. This expansion facilitated broader support and engagement within the film community.
- **Educational and Professional Development:** The federation launched educational initiatives under its Skill Development Internship Training Programme (SDITP) to nurture emerging talent, including workshops, masterclasses, and strategic partnerships with educational institutions.

2022

- Embracing Innovation and Sustainability:

- **Technological Integration:** MMIFF embraced technological advancements, supporting virtual storytelling and new filmmaking formats. The federation hosted online-offline film festivals and interactive events to engage global audiences.
- **Sustainable Practices:** MMIFF introduced guidelines for eco-friendly filmmaking practices, promoting sustainability within the industry.

2023

- Embracing Innovation and Sustainability:

- **Technological Integration:** MMIFF embraced technological advancements, supporting virtual storytelling and new filmmaking formats. The federation hosted online-offline film festivals and interactive events to engage global audiences.
- **Sustainable Practices:** MMIFF introduced guidelines for eco-friendly filmmaking practices, promoting sustainability within the industry.



2024

- Strategic Vision and Future Initiatives:

- Strategic Planning: For the period 2024-25, MMIFF has outlined strategic initiatives focusing on emerging trends, global collaborations, and regional engagement. The federation remains committed to supporting filmmakers and promoting diverse narratives.
- Ongoing Advocacy: MMIFF continues to advocate for policies and regulations that benefit the film industry, support socially impactful films, and engage audiences through innovative experiences.

2015-2024

Unique Intellectual Properties (IP's):

Since its inception, MMIFF has developed and maintained several unique intellectual properties, enhancing its role as a leading federation in the film industry:

- Mentor & Mascot International Film Festival (MMIFF)
- Mentor & Mascot Golden Academy Awards (MMGAA)
- Indian Innovative Startup Awards (IISA)
- Sashakt Naari Samman (SNS)
- India Signature Dance (ISD)
- MMIFF Music League (MML)
- Indian Film Creativity Awards (IFCA)
- MMIFF INDO-GLOBAL Virtual Film Festival (MIGVFF)
- MMIFF INDO-DUBAI Film Festival (MIDFF)
- INDO-GHANA International Film Festival (IGIFF)
- Fashion Beyond Imagination (FBI)
- MMIFF Media Entertainment Film & Television Fest (MEFT Fest)
- Indian Innovative EDU-SKILL Conclave & Awards (IIESC)
- MMIFF Open MIC Forum (MOMF)
- MMIFF Excellence Awards (MEA)
- Indian Digital Creativity Awards (IDCA)

From its beginnings in 2015 as the Mentor & Mascot Group to the formal establishment of MMIFF in 2020, the organization has made significant strides in advancing the Indian film industry. Through strategic initiatives, innovative programs, and global collaborations, MMIFF has played a pivotal role in shaping the future of Indian cinema. As it continues to evolve, the federation remains dedicated to supporting and celebrating cinematic excellence on both national and international stages.





**MENTOR & MASCOT
INDIAN FILM FEDERATION**
www.mmiff.in

MMIFF

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Skill Development | Technical Support | Academic | Health | Sustainability Practices | Workshops | Events

MMIFF-CSR Initiative

The Mentor & Mascot Indian Film Federation (MMIFF) could engage in Corporate Social Responsibility (CSR) initiatives in various ways to contribute positively to society. Here are some potential avenues:

- **Supporting Film Education:** The IFF could establish scholarship programs or fund film schools to nurture talent from diverse backgrounds, ensuring the film industry reflects the rich cultural tapestry of India.
- **Promoting Diversity and Inclusion:** Encouraging films that celebrate diversity and inclusion could be a significant CSR effort. This could involve funding films that highlight marginalized communities or supporting initiatives that promote gender equality both on and off-screen.
- **Environmental Initiatives:** The film industry often has a significant environmental footprint. The IFF could spearhead sustainability efforts by promoting eco-friendly practices on film sets, such as reducing plastic usage, implementing recycling programs, or supporting renewable energy initiatives.
- **Mental Health Awareness:** Given the stressful nature of the film industry, the IFF could support mental health awareness campaigns and provide resources for mental health support for film professionals.
- **Community Development:** Investing in the communities where films are shot could be another CSR avenue. This could involve infrastructure development, supporting local businesses, or funding community programs.
- **Film Preservation and Restoration:** Preserving India's cinematic heritage is crucial. The IFF could allocate resources to digitize and restore classic Indian films, ensuring they're accessible to future generations.
- **Promotion of Indian Cinema Nationally:** Supporting initiatives that promote Indian cinema on the global stage could be part of the CSR strategy. This could involve funding film festivals, organizing cultural exchanges, or supporting Indian filmmakers at international events.
- **Disaster Relief:** In times of natural disasters or crises, the MMIFF could mobilize resources for relief efforts, supporting affected communities and providing aid where needed.

By engaging in these CSR initiatives, the Mentor & Mascot Indian Film Federation can leverage its influence and resources to make a positive impact on society while also enhancing the image and sustainability of the Indian film industry.

ABOUT SDITP PROGRAM



Skill Development Internship Training Programme by MMIFF

The Skill Development Internship Training Programme by Mentor and Mascot Indian Film Federation offers a plethora of benefits to aspiring professionals across various disciplines of the entertainment industry, all at no cost to the participants, thanks to corporate sponsorships.

- **Comprehensive Training:** Participants receive comprehensive training in their chosen fields, covering both theoretical concepts and practical skills. This equips them with a deep understanding of the industry and prepares them for real-world challenges.
- **Hands-On Experience:** The program emphasizes practical experience, allowing students to work on real projects and gain hands-on experience using professional equipment and software. This practical exposure is invaluable for building confidence and expertise.
- **Industry-Relevant Skills:** By offering training in disciplines such as audio-video production, VFX, cinematography, filmmaking, photography, direction, graphic designing, post-production, and animation, the program ensures that participants develop skills that are highly relevant to the entertainment industry.
- **Professional Mentoring:** Participants receive guidance and mentorship from experienced professionals in their respective fields. This mentorship not only helps them hone their skills but also provides valuable insights into industry practices and trends.
- **Networking Opportunities:** Through interactions with mentors, fellow participants, and industry experts, students have the opportunity to build valuable connections and expand their professional network. These connections can open doors to future career opportunities.
- **Portfolio Development:** Students have the chance to work on real projects and build a professional portfolio showcasing their skills and accomplishments. A strong portfolio is essential for securing employment or freelance opportunities in the competitive entertainment industry.
- **Limited Seats and Entrance Test:** With a restricted number of seats per course and admission based on merit and aptitude demonstrated in an entrance test, the program ensures that participants are motivated and dedicated individuals who are serious about pursuing careers in the entertainment industry.
- **Free of Cost:** The program is offered entirely free of cost to participants, thanks to corporate sponsorships. This eliminates financial barriers and ensures that talented individuals from all backgrounds have access to high-quality training and mentorship.

COURSES OFFERED:

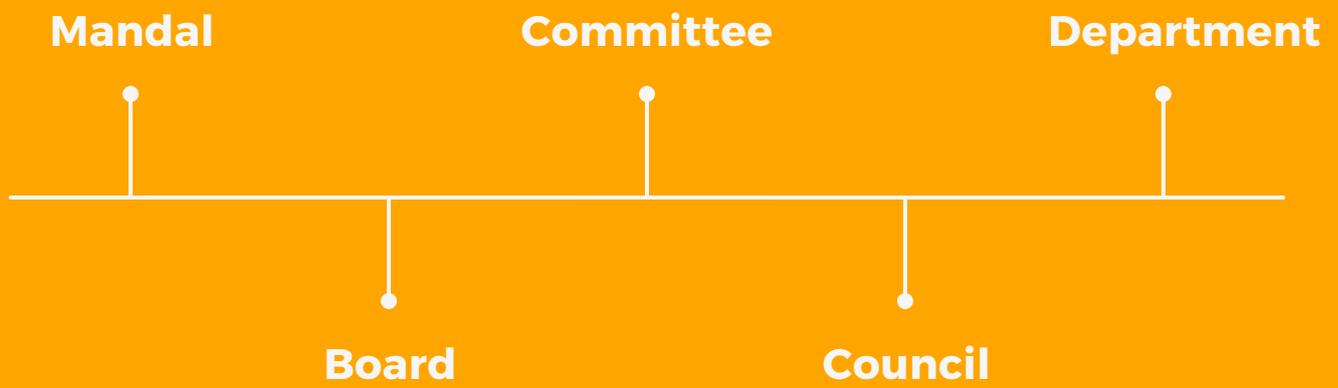


- **Audio-Video Production:** Students delve into the intricacies of sound recording, production, and video editing techniques.
- **VFX (Visual Effects):** The program explores the creation and integration of digital effects into film and video productions, offering hands-on experience with industry-standard software.
- **Cinematography:** Participants learn the art and techniques of capturing images for motion pictures, including camera operation, lighting, and composition.
- **Film-making:** From conceptualization to post-production, students are guided through every stage of the filmmaking process, including scriptwriting, directing, and editing.
- **Photography:** Essential skills in photography, including camera operation, lighting techniques, and composition, are taught to enable students to capture compelling images.
- **Direction:** Aspiring directors gain insights into storytelling, visual language, and directing actors to bring scripts to life on screen.
- **Graphic Designing:** Fundamentals of graphic design, such as typography, color theory, and layout design, are covered to prepare students for creating visually impactful designs.
- **Post Production:** Students learn advanced editing techniques, color grading, and audio post-production to enhance the quality of their film and video projects.
- **Animation:** Basic principles of animation and digital animation techniques are explored, providing students with the skills to create dynamic and engaging animated content.

By offering training in these diverse areas, the program equips participants with the necessary skills and knowledge to pursue careers in various facets of the entertainment industry.

Overall, the Skill Development Internship Training Program (SDITP) not only equips participants with the skills and knowledge needed to succeed in the entertainment industry but also provides them with invaluable opportunities for personal and professional growth, all at no cost to them.

| MMIFF INDEPENDENT MANDAL, BOARD, COMMITTEE, COUNCIL & DEPARTMENT OVERVIEW



MANDAL (PATRON'S)

- **Margdarshak Mandal (Patron's Council):** The Margdarshak Mandal, or Patron's Council, serves as the guiding force behind MMIFF, providing strategic direction and oversight to ensure the festival's objectives are met with the highest standards of excellence.

BOARD STRUCTURE

- **National Board:** The National Board oversees the operations and strategic initiatives within the country, ensuring that MMIFF maintains its prominence and continues to grow within the national landscape.
- **International Board:** The International Board is responsible for expanding MMIFF's reach and impact globally. This board fosters international partnerships and collaborations, bringing a global perspective to the festival.
- **Advisory Board:** Comprising industry experts and thought leaders, the Advisory Board provides strategic advice and insights to enhance the festival's programs, ensuring they align with current trends and audience expectations.

COMMITTEES

- **Acquisition & Programming Committee:** This committee is tasked with the selection and acquisition of films and programs. They ensure a diverse and high-quality lineup that reflects the festival's commitment to excellence in filmmaking.
- **Film Festival & Events Organizing Committee:** Responsible for planning and executing the festival and related events, this committee ensures that all activities are carried out seamlessly, providing an engaging experience for all attendees.
- **Skill Development Internship Training Program (SDITP) Committee:** The SDITP Committee focuses on training and development opportunities for emerging talents in the industry, fostering the next generation of filmmakers and industry professionals.
- **Corporate Social Responsibility (CSR) Committee:** This committee drives MMIFF's CSR initiatives, ensuring the festival contributes positively to society and supports sustainable and ethical practices within the film industry.
- **Film Distribution & Finance Committee:** Responsible for the financial health of the festival, this committee oversees film distribution agreements and financial planning, ensuring the festival's economic sustainability.

COUNCILS

- **Women's Council:** The Women's Council of the Mentor & Mascot Indian Film Federation stands as a pillar of support and advocacy, relentlessly working towards a more inclusive, equitable, and nurturing environment for women in the Indian film industry.
- **Central Council:** The Central Council coordinates the activities of the regional councils, ensuring consistency and coherence in the festival's operations across different regions.
- **Regional & Sub-Regional Council:** These councils manage the federation's activities at the regional and sub-regional levels, tailoring programs and events to local audiences and ensuring widespread participation.
- **Inter-nation Council of PR & Advertising:** This council handles the federation's public relations and advertising efforts on an international scale, promoting MMIFF's brand and events across borders.
- **Inter-nation Council of Art, Culture & Exhibition:** Focusing on the artistic and cultural aspects of the federation, this council curate's exhibitions and cultural programs that highlight the rich diversity of global cinema and art.

DEPARTMENTS

- **Legal and Compliance Department:** The Legal and Compliance Department ensures that all festival activities adhere to legal standards and regulations, protecting MMIFF's interests and upholding its reputation.
- **Accounts and Finance Department:** This department manages the festival's financial affairs, including budgeting, financial reporting, and auditing, ensuring financial transparency and accountability.
- **Strategic Planning Department:** The Strategic Planning Department is responsible for long-term planning and strategic initiatives, guiding the festival towards future growth and success.

OUR PRESENCE

MENTOR & MASCOT
INDIAN FILM FEDERATION
www.mmiff.in

19
STATES
Scaling Nationwide

Our Presence: Delhi/NCR | Uttar Pradesh | Haryana | Jammu & Kashmir | Rajasthan | Gujarat | Punjab | West Bengal | Maharashtra | Bihar | Arunachal Pradesh | Telangana | Kerala | Andhra Pradesh | Odisha | Meghalaya | Madhya Pradesh | Goa | Karnataka

MMIFF Annual Projects:



- **Mentor & Mascot International Film Festival (MMIFF):** This festival provides a platform for filmmakers from around the world to showcase their work. It may include various categories such as feature films, documentaries, short films, and animations. Additionally, it also offer networking opportunities, workshops, and panel discussions with industry experts, serving as a mentorship platform for emerging filmmakers.
- **Mentor & Mascot Golden Academy Awards (MMGAA):** The MMGAA esteemed awards ceremony within the film industry, honoring outstanding achievements in various categories such as directing, acting, screenwriting, cinematography, and more. These awards serve as recognition of excellence and talent within the film community.
- **Indian Innovative Startup Awards (IISA):** These awards recognize and celebrate innovative startups across various sectors in India, such as technology, healthcare, finance, and sustainability. They highlight startups that have demonstrated exceptional creativity, viability, and impact in their respective industries.
- **Sashakt Naari Samman (SNS):** This initiative appears to be focused on honoring and empowering women in India. It recognizes women who have made significant contributions to their communities, professions, or society at large. The Sashakt Naari Samman encompasses various categories such as entrepreneurship, leadership, social activism, and arts.
- **India Signature Dance (ISD):** ISD is talent hunt event, which celebrates the rich diversity of dance forms across India. It features performances showcasing traditional, classical, folk, hip-hop and contemporary dance styles from different regions of the country. This initiative likely aims to promote cultural heritage and artistic expression through dance.
- **MMIFF Music League (MML):** MML is a competitive platform for musicians and composers associated with the MMIFF. It involves musical competitions, performances, and collaborations that enhance the cinematic experience of the festival's audience. This initiative spotlight emerging talent in the music industry and foster creative collaborations between filmmakers and musicians.

MMIFF Annual Projects:



- **Indian Film Creativity Awards (IFCA):** The IFCA celebrates creativity and innovation in Indian cinema. It recognizes filmmakers, actors, writers, and technicians who have pushed the boundaries of storytelling, visual aesthetics, and technical craftsmanship in their films. These awards honor both mainstream and independent cinema, promoting artistic excellence and experimentation within the Indian film industry.
- **MMIFF INDO-GLOBAL Virtual Film Festival (MIGVFF):** This virtual film festival brings together filmmakers and cinephiles from India and around the world in an online platform. It features film screenings, virtual panels, Q&A sessions, and networking opportunities accessible to participants globally. The MIGVFF aims to bridge cultural boundaries and foster international collaboration in the realm of cinema.
- **MMIFF INDO-DUBAI Film Festival (MIDFF):** The MIDFF is an annual film festival held in Dubai or virtually that showcases Indian cinema to a global audience. It features a curated selection of Indian films, along with special screenings, red carpet events, and industry forums. This initiative aims to promote Indian cinema internationally and strengthen cultural ties between India and the UAE.
- **GHANA-INDO International Film Festival (GIFF):** GIFF serves as a platform for cultural exchange between Ghana and India through cinema. It features film screenings, discussions, and workshops that highlight the similarities and differences in storytelling traditions between the two countries. This initiative fosters collaboration and mutual understanding between filmmakers and audiences from Ghana and India.
- **Fashion Beyond Imagination (FBI):** FBI is an avant-garde fashion event that pushes the boundaries of creativity and innovation in Fashion and design. It may showcase experimental fashion collections, runway shows, and exhibitions that challenge conventional notions of style and beauty. This initiative aims to inspire and provoke thought through fashion as an art form.
- **MMIFF Media Entertainment Film & Television Fest (MEFT Fest):** MEFT Fest celebrates the diverse facets of media and entertainment, including film, television, digital content, and emerging media technologies. It may feature screenings, panel discussions, master classes, and networking events that cater to professionals and enthusiasts in the entertainment industry. This initiative provides a platform for industry stakeholders to exchange ideas, showcase talent, and explore new trends in media and entertainment.

MMIFF Annual Projects:



- **Indian Innovative EDU-SKILL Conclave & Awards (IIESC):** This conclave and awards ceremony focus on promoting innovation and skill development in the EDu-Tech, Skill development and other sector in India. It brings together educators, policymakers, industry leaders, and innovators to discuss challenges and opportunities in education and workforce development. The IIESC also recognize exemplary initiatives and individuals driving innovation and excellence in education and skill training.
- **MMIFF Open MIC Forum (MOMF):** MOMF serve as an open forum for discussion and collaboration within the film community associated with the MMIFF. It feature panel discussions, keynote speeches, and interactive sessions on topics relevant to Singing, Music, Storytelling, Poetry, Comedy, industry trends, and creative entrepreneurship. This initiative fosters an inclusive and participatory environment where filmmakers can share ideas, seek advice, and forge meaningful connections.
- **MMIFF Excellence Awards (MEA):** The MEA honors excellence and achievement across various categories within the Media, film and Entertainment industry. It recognizes Authors, Singers, Musicians, Content Creators, Influencers, filmmakers, actors, technicians, and other industry professionals for their outstanding contributions to entertainment industry. These awards serve as a prestigious accolade that celebrates artistic merit, technical proficiency, and cultural impact in media and entertainment.
- **Indian Digital Creativity Awards (IDCA):** IDCA is a platform for recognizing and celebrating digital creativity and innovation in India. It encompasses diverse categories such as digital art, animation, virtual reality, gaming, and interactive media. These awards highlight the transformative power of digital technology in shaping creative expression and cultural production in contemporary India.

MMIFF DOCUMENTS


GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
 Central Registration Centre
Certificate of Incorporation

(Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014)

I hereby certify that MENTOR AND MASCOT INDIAN FILM FEDERATION is incorporated on this Second day of November, Two thousand twenty under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U85300DL2020NPL372530.

The Permanent Account Number (PAN) of the company is AANCM9801B.

The Tax Deduction and Collection Account Number (TAN) of the company is DELM8247G.

Given under my hand at Manesar this Second day of November Two thousand twenty.

Digital Signature Certificate
 Mr Parvinder Singh
 DEPUTY REGISTRAR OF COMPANIES
 For and on behalf of the Jurisdictional Registrar of Companies
 Registrar of Companies
 Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declaration of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:
 MENTOR AND MASCOT INDIAN FILM FEDERATION
 A-26, TF, Delhi Police Apartments, Mayur Vihar, Phase-I, Delhi, East
 Delhi, Delhi, India, 110091

* as issued by the Income Tax Department

CERTIFICATE OF INCORPORATION

License under section 8 (1) of the Companies Act, 2013
 (Pursuant to rule: 20 of the Companies (Incorporation) Rules, 2014)

Section 8 License Number 121757

WHEREAS it has been proved to my satisfaction that MENTOR AND MASCOT INDIAN FILM FEDERATION, a person or an association of persons to be registered as a company under the Companies Act, 2013, for promoting objects of the nature specified in clause (a) of sub-section (1) of section 8 of the said Act, and that it intends to apply its surplus, if any, or other income and property in promoting its objects and to prohibit the payment of any dividend to its members.

NOW, THEREFORE, in exercise of the powers conferred by section 8 of the said Act, I, the Registrar at Delhi, hereby grant, this license, directing that the said person or association or persons be registered as a company with limited liability without the addition of the word "Limited", or as the case may be, the words "Private Limited" to its name, and subject to the following conditions namely:

- That the said company shall in all respects be subject to and governed by the conditions and provisions contained in its memorandum of association;
- That the profits, if any or other income and property of the said company, whenever derived, shall be applied solely for the promotion of the objects set forth in its memorandum of association and that no portion thereof shall be paid or transferred, directly or indirectly, by way of dividend, bonus, or otherwise by way of profit, to persons who at any time are or have been members of the said company or to any of them or to any person claiming through any one or more of them;
- That no remuneration or other benefit in money or money's worth shall be given by the company to any of its members except payment of out-of-pocket expenses, reasonable and proper interest on money lent, or reasonable and proper rent on premises let to the company;
- That nothing in this clause shall prevent the payment by the company in good faith of prudent remuneration to any of its officers or servants (not being members) or to any other person (not being member), in return for any services actually rendered to the company;
- That nothing in clauses (3), (4) and (5) shall prevent the payment by the company in good faith of prudent remuneration to any of its members in return for any services (not being services of a kind which are required to be rendered by a member), actually rendered to the company;
- That no alteration shall be made to the memorandum of association or to the articles of association of the company, which are for the time being in force, unless the alteration has been previously submitted to and approved by the Registrar;
- That no alteration shall be made to the memorandum of association or to the articles of association of the company, which are for the time being in force, unless the alteration has been previously submitted to and approved by the Registrar;
- The Company can be amalgamated only with another company registered under section 8 of the Act and having similar objects; and
- That, without prejudice to action under any law for the time being in force, this license shall be liable to be revoked, if the company:
 - contravenes any of the requirements of section 8 of the Act or the rules made thereunder or any of the conditions subject to which a license is issued;
 - if the affairs of the company are conducted fraudulently or in a manner violative of the objects of the company or prejudicial to public interest;

For and on behalf of the Jurisdictional Registrar of Companies
 Registrar of Companies
 Central Registration Centre
 Dated this 02 Day of 11 2020

SECTION 08 LICENCE

आयकर विभाग भारत सरकार
INCOME TAX DEPARTMENT GOVT. OF INDIA

ई-पत्रारी लेखा संख्या कार्ड
e-Permanent Account Number (e-PAN) Card
 AANCM9801B

श्री / Name: MENTOR AND MASCOT INDIAN FILM FEDERATION

पत्रारी/पत्रारी की तिथि / Date of Incorporation / Formation: 02/11/2020

Signature Not Verified

Permanent Account Number (PAN) is a valid mode of issue of Permanent Account Number (PAN) post amendments in clause (b) in the Explanation occurring after sub-section (3) of Section 138A of Income Tax Act, 1961 and sub-rule (4) of rule 114 of the Income Tax Rules, 1962. For more details, visit www.incometax.gov.in

श्री/श्रीमती का नाम: MENTOR AND MASCOT INDIAN FILM FEDERATION

पत्रारी/पत्रारी की तिथि: 02/11/2020

ई-पत्रारी लेखा संख्या कार्ड (e-PAN) का प्रयोग करने के लिए, आपको इसे अपने बैंक खाते में जोड़ना होगा।

Electronically issued and Digitally signed e-PAN is a valid mode of issue of Permanent Account Number (PAN) post amendments in clause (b) in the Explanation occurring after sub-section (3) of Section 138A of Income Tax Act, 1961 and sub-rule (4) of rule 114 of the Income Tax Rules, 1962. For more details, visit www.incometax.gov.in

PAN CARD

आयकर विभाग भारत सरकार
INCOME TAX DEPARTMENT GOVT. OF INDIA

Nov. 02, 2020

TO:
 MENTOR AND MASCOT INDIAN FILM FEDERATION
 A-26, TF, DELHI POLICE APARTMENTS
 MAYUR VIHAR, PHASE-I
 DELHI, EAST DELHI-110091
 TEL. No. 851000087

Sub: Allocation of Tax Deduction Account Number (TAN) as per Income Tax Act 1961

Kindly refer to your application Form 488B dated Nov. 02, 2020 for the allotment of Tax Deduction Account Number. In this connection, the following TAN has been issued to you/your organisation:

DELM8247G

Please quote the same in all TDS challans, TDS Certificates, TDS returns, Tax Collection at Source (TCS) returns as well as other documents pertaining to such transactions.

Quoting of TAN on all TDS returns and challans for payment of TDS is necessary to ensure credit of TDS paid by you and faster processing of TDS returns.

The above TAN should also be used as Tax Collectors at Source Account Number under section 206CA.

Kindly note that it is mandatory to quote TAN while furnishing TDS returns, including TDS returns. TDS returns will not be accepted if TAN is not quoted.

This supersedes all the Tax Deduction / Collection Account Number, Income Tax Department.

Digitally Signed
 Mr Parvinder Singh
 Deputy Registrar of Companies
 Central Registration Centre

Caution: Income Tax Department does not send e-mails regarding refunds and does not seek any support information like statements, payment, details of A/c, bank accounts, credit cards, etc. Inquiries are allowed on a per case basis information on the basis of request.

TAN

FORM NO. 10AC
 (See rule 17A(1A)(A)(C)
 Order for provisional approval

1	PAN	AANCM9801B
2a	Name	MENTOR AND MASCOT INDIAN FILM FEDERATION
2a	Address	Flat/Door/Building: A-26 TF Delhi Police Apartments Name of premises/Building/Village: Mayur Vihar Ph-I Road/Street/Post Office: Mayur Vihar Ph-I Area/Locality: Mayur Vihar Ph-I Town/City/District: EAST DELHI State: Delhi Country: INDIA Pin Code/Zip Code: 110091
3	Document Identification Number	AANCM9801BE202101
4	Application Number	29071070109623
5	Unique Registration Number	AANCM9801BE20211
6	Section/sub-section/class/sub-clause/proviso in which provisional approval is being granted	12-Sub-clause (iv) of clause (a) of section 80G
7	Date of provisional approval	26-06-2023
8	Assessment year or years for which the trust or institution is provisionally approved	From AY 2024-25 to AY 2026-2027
9	Order for provisional approval:	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted provisional approval with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10. b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961. c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the provisional approval by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.
10	The approval is granted subject to the following conditions:-	a. The registration granted under section 12AB or approval granted under clause (2)(C) of section 10 has not been cancelled by the Principal Commissioner or Commissioner for specified violations as mentioned in sub-section (4) of section 12AB or under (f) proviso to clause (2)(C) of section 10. b. The form for approval in Form No. 10AC has been duly filled in by providing all the information or document and no false or incorrect information or documents have been provided. c. The institution or fund shall apply for approval within 6 months of commencement of the activities or at least 6 months prior to the expiry of period of provisional approval, whichever is earlier. d. The registration granted under section 12AB or approval granted under clause (2)(C) of section 10 has not been cancelled by the Principal Commissioner or Commissioner as authorized by the Board for non-compliance of conditions mentioned in rule 2C or rule 17A of the Income-tax Rules, 1962.

Name and Designation of the Approving Authority: Principal Commissioner of Income Tax Commissioner of Income Tax (Digitally signed)

12A CERTIFICATE

which is not incidental to the attainment of its objectives

c. Separate books of account shall be maintained by such trust or institution in respect of the business which is incidental to the attainment of its objectives.

d. The trust or institution shall not apply any part of its income from the property held under a trust for private religious purposes, which does not ensure for the benefit of the public.

e. The trust or institution established for charitable purpose created or established after the commencement of this Act, shall not apply any part of its income for the benefit of any particular religious community or caste.

f. No non-genuine activity shall be carried out by the trust or institution.

g. No such activity shall be carried out by the trust or institution which is not in accordance with all or any of the conditions subject to which it was registered.

h. The trust or institution shall comply with the requirement of any other law, as referred to in item (B) of sub-clause (1) of clause (iv) of sub-section (1) of section 12AB.

i. If, at any point of time, it is noticed that form for registration has not been duly filled in by not providing, fully or partly, or by providing false or incorrect information or documents required to be provided under sub-rule (1) or (2) of rule 17A or by not complying with the requirements of sub-rule (3) or (4) of the said rule, the Principal Commissioner or Commissioner, as referred to in sub-rule (5) of the said rule, after giving an opportunity of being heard, may cancel the approval granted in Form No. 10AC and Unique Registration Number (URN) issued under sub-rule (5) of the said rule, and such approval in Form No. 10AC or such Unique Registration Number (URN) shall be deemed to have never been granted or renewed.

Other violations

a. The trust or institution shall apply for registration within 6 months of commencement of the activities or at least 6 months prior to the expiry of period of provisional registration, whichever is earlier.

b. Where the trust or institution has adopted or undertaken modifications of the objects which do not conform to the conditions of registration, the trust or institution shall make an application in the prescribed form and manner to the Principal Commissioner or Commissioner, for registration of the trust or institution, within a period of thirty days from the date of the said adoption or modification.

Name and Designation of the Registration Granting Authority: Principal Commissioner of Income Tax Commissioner of Income Tax (Digitally signed)

Signature Not Verified
 Mr Parvinder Singh
 Deputy Registrar of Companies
 Central Registration Centre

12A CERTIFICATE

Order for provisional registration

1	PAN	AANCM9801B
2a	Name	MENTOR AND MASCOT INDIAN FILM FEDERATION
2a	Address	Flat/Door/Building: A-26 TF Delhi Police Apartments Name of premises/Building/Village: Mayur Vihar Ph-I Road/Street/Post Office: Mayur Vihar Ph-I Area/Locality: Mayur Vihar Ph-I Town/City/District: EAST DELHI State: Delhi Country: INDIA Pin Code/Zip Code: 110091
3	Document Identification Number	AANCM9801BE202101
4	Application Number	59453238020422
5	Unique Registration Number	AANCM9801BE20221
6	Section/sub-section/class/sub-clause/proviso in which provisional registration is being granted	12-Sub-clause (iv) of clause (a) of section 12A
7	Date of provisional registration	12-05-2022
8	Assessment year or years for which the trust or institution is provisionally approved	From AY 2023-24 to AY 2025-2026
9	Order for provisional registration:	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted provisional registration with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10. b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961. c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the provisional registration by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.
10	The approval is granted subject to the following conditions:-	Specified violations

Signature Not Verified
 Mr Parvinder Singh
 Deputy Registrar of Companies
 Central Registration Centre

80G CERTIFICATE

Order for provisional registration

1	PAN	AANCM9801B
2a	Name	MENTOR AND MASCOT INDIAN FILM FEDERATION
2a	Address	Flat/Door/Building: A-26 TF Delhi Police Apartments Name of premises/Building/Village: Mayur Vihar Ph-I Road/Street/Post Office: Mayur Vihar Ph-I Area/Locality: Mayur Vihar Ph-I Town/City/District: EAST DELHI State: Delhi Country: INDIA Pin Code/Zip Code: 110091
3	Document Identification Number	AANCM9801BE202101
4	Application Number	59453238020422
5	Unique Registration Number	AANCM9801BE20221
6	Section/sub-section/class/sub-clause/proviso in which provisional registration is being granted	12-Sub-clause (iv) of clause (a) of section 12A
7	Date of provisional registration	12-05-2022
8	Assessment year or years for which the trust or institution is provisionally approved	From AY 2023-24 to AY 2025-2026
9	Order for provisional registration:	a. After considering the application of the applicant and the material available on record, the applicant is hereby granted provisional registration with effect from the assessment year mentioned at serial no 8 above subject to the conditions mentioned in row number 10. b. The taxability, or otherwise, of the income of the applicant would be separately considered as per the provisions of the Income Tax Act, 1961. c. This order is liable to be withdrawn by the prescribed authority if it is subsequently found that the activities of the applicant are not genuine or if they are not carried out in accordance with all or any of the conditions subject to which it is granted, if it is found that the applicant has obtained the provisional registration by fraud or misrepresentation of facts or it is found that the assessee has violated any condition prescribed in the Income Tax Act, 1961.
10	The approval is granted subject to the following conditions:-	Specified violations

Signature Not Verified
 Mr Parvinder Singh
 Deputy Registrar of Companies
 Central Registration Centre

80G CERTIFICATE

MENTOR AND MASCOT INDIAN FILM FEDERATION

Unique Id of VONGO: DL2023/0337493

DARPAN Reg. Date: 27-12-2023

Registration Details

Registered With	Registrar of Companies
Type of NGO	Private Sector Companies (Sec 825)
Registration No	U85300DL2020NPL372530
Copy of Registration Certificate	Available
Copy of Pan Card	Available
Act name	As per rule 8(7) of the Companies (Incorporation) Rules, 2014, for the Companies under Section 8 of the Act
City of Registration	DELHI
State of Registration	DELHI
Date of Registration (Society / Trust / Entity)	02-11-2020

Members

Name	Designation	Pan	Aadhaar
JITENDER SHARMA	Chairman	Available	Available
SAROJ SHARMA	Treasurer	Available	Available
PRADEEP KUMAR SHARMA	Secretary	Available	Available

Signature Not Verified
 Mr Parvinder Singh
 Deputy Registrar of Companies
 Central Registration Centre

NITI AAYOG (NGO DARPAN)

EVENT HIGHLIGHTS



LET'S GROW TOGETHER!



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