

## **PRESS NOTE**

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New Delhi, 13<sup>th</sup> April 2021

### **France Celebrates Women in Cinema**

As part of the **Generation Equality Forum** that was launched in Mexico on 29th March and will culminate in Paris on 30th June, France is working with the cultural and creative industry to strengthen the commitment to gender equality in this field.

France is carrying forward the *Charter of Commitments for Cultural and Creative Industries* (Charte pour l'égalité entre les femmes et les hommes dans les secteurs culturels). This charter aims at fighting sexist representations, sexual and gender-based violence and harassment in the film, radio, TV, music, video games, advertising, as well as children and young people's literature and toys.

Government members, representatives of associations, business leaders and representatives of civil societies are invited to sign this Charter during the Forum in Paris, while announcing new commitments for the next coming years.

In this framework and on the occasion of his official visit in India, Minister Le Drian celebrated proactive initiatives to promote women in movies and the audiovisual industry such as *Indian Woman Rising* and *Collectif 50/50*.

In the evening, Minister Le Drian addressed Indo-French cooperation in cinema and the promotion of gender equality in this industry. He met with **Ms Guneet Monga, Producer & CEO, Sikhya Entertainment**, Indian producer of the Indo-French joint productions "*The Lunchbox*" "*Masaan*" and "*Taj Mahal*", and founder of "*Indian Women Rising – A Cinema Collective*". **The Minister conferred upon her the French award of Chevalier des Arts et des Lettres for her contribution in the field of cinema.**

He also met several French and Indian cinema personalities who are involved in Indo-French projects and/or in the promotion of gender equality in cinema, such as **Ms Sreyashi Sen**, Indian producer of the movie "*Slow Joe*", starring Jackie Shroff, which will be filmed in France, and French producer **Mr Pierre Filmon**, whose movie "*Long Time No See*" received an award at the Rajasthan Film Festival 2021.

During the course of the evening, Minister Le Drian presided over the **signature of an agreement between the Embassy of France and French Collectif 50/50**, represented by its co-president, French producer **Sandrine Brauer**, which commits the Embassy to promoting equality and diversity in its audiovisual cooperation with India, in particular by providing equal opportunities to male and female professionals.

On this occasion, Minister Le Drian said: *“India and France share the same passion for cinema. I was proud to congratulate Indian and French women producers for their Indo-French collaborations and for their work towards gender equality in this field. The Embassy of France in India will also play its part, through this agreement with the Collectif 50/50. Gender equality is a foremost priority of France’s foreign policy”*.

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**More information on the French Embassy’s gender equality programme can be found on [www.ifindia.in/equality](http://www.ifindia.in/equality) and <http://ifindia.in/women-in-cinema>.**

For photographs of the investiture and the signing of the Charter go to - [https://drive.google.com/drive/folders/12r-FBDIJEJjL5HH1E\\_MO-GtNFeFy9GRO?usp=sharing](https://drive.google.com/drive/folders/12r-FBDIJEJjL5HH1E_MO-GtNFeFy9GRO?usp=sharing)

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#### **Messages from the women film producers present on the occasion**

**Guneet Monga:** *"This award surely has me and my family name on it, but it is dedicated to every little girl who has a dream. I want to tell little girls everywhere: dream freely and create fearlessly, the universe is always conspiring in favour of the brave".*

**Sreyashi Sen:** *“It's not just about breaking glass ceilings but cleaning the sticky floors. Women need to make more films telling stories of women. Work together WITH men to do so. It's not only about breaking bastions and boys’ clubs but co-creating as producers, directors and writers. Not women producers, women directors, women writers. Gender agnostic language will create gender agnostic behavior and do away with gender envy. As a woman producer of colour I believe in this ever more.”*

**Sandrine Brauer:** *“We are thrilled that the agreements signed between the COLLECTIF 5050 and the French Embassy in India will build a policy towards equal rights between men and women. Hopefully, it will be a concrete stepping stone towards signing this agreement in more foreign countries in the coming months.”*