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At the film industry meet , a first of its kind , hosted by CBFC chief Prasoon Joshi with I&B Minister Shri Prakash Javadekar as chief guest and I&B secretary Shri Amit Khare ; CBFC unveiled a new logo and certificate design .

Commenting on the same Prasoon Joshi said, "I believe design should reflect the contemporary digital world and leverage the ease that technology has brought in our work processes. The new Design change is not cosmetic -it is extremely functional and underlines CBFC's positive value added approach "

On the occasion, Mr Prasoon Joshi highlighted several other positive initiatives that the CBFC has undertaken for the industry in the course of the last few years, be it the more transparent and smooth functioning, the simplification of the AWBI issues and the positive role-played in various issues for the film industry.

All this has resulted in a more collaborative process that he consciously worked on for he believes that rather than confrontation and controversy a more positive approach of "dialogue and discussion" should be practised, said Mr Joshi. He added, 'Frequently meeting the film industry at different forums and also creating opportunities for the film fraternity and the government representatives to meet and interact is also a step in this direction.

Mr Joshi also highlighted the need to educate citizens about the meaning of various film ratings.

Mr Joshi was extremely appreciative of his Board members who have been instrumental in taking this forward. The board comprises of Ms Gautami Tadimala, Vani Tripathi Tikoo, T Nagabharana, Narendar kohli, Mihir Buta, Waman Kendre, Vidya Balan, Jeevitha Shekhar, Vivek Agnihotri, Neil Nongkynrih, Ramesh patange, Naresh Lal.

Addressing the film industry and CBFC board members, the Chief Guest and I&B Minister Shri Prakash Javadekar said that the new certificate design is in sync with the changed digital world. He said it will bring in greater transparency and provide richer information to filmmakers. He congratulated CBFC for the effectiveness with which it has been discharging its functions.

Noting the importance of entertainment in modern life, the Minister made an appeal to all TV producers to use technology so that visually impaired people can understand the films better: "Such technology can be used at a cost of 1 or 2 lakh rupees per film. Similarly, private news channels should also try to bring out at least one bulletin per week for deaf people".

Mr Javadekar informed that the Government is changing the Cinematograph Act, in order to curb piracy: "We earlier tried to protect the rights of artists by changing Copyright Act, now we are changing the Cinematograph Act so that piracy can be curbed". He also invited suggestions and recommendations from audience and other stakeholders regarding certification of online content.

Regional officer CBFC Mumbai Tushar Karmakar presented the new approach of CBFC for making the film certification process smooth and transparent.

The new certificate design is futuristic in its approach. It is also interactive in its design sensibility: by scanning the QR code, more information on the certificate can be obtained online. Mr Prasoon Joshi himself has conceptualised the new look. The design has been done by designer Mr Rohit Devgun, with technical support from NSDL.

The event was attended by eminent industry personalities Ekta Kapoor, Kangana Ranaut, Sanjay Khan, Satish Kaushik, Madhur Bhandarkar, Vidhu Vinod Chopra, Boney Kapoor, Kiran Shantaram, Sajid Nadiadwala, Anupama Chopra, Subash Ghai, Sudhir Mishra, Atul Kasbekar, Vidya balan, Siddharth Roy Kapur and many more.