

## **CBFC starts implementation of New Certificate Design**

A pleasant surprise awaits you next time you enter Cinema Halls for watching a movie. Certificate that we all see at the start of Movies in Cinema Theatres will have a new modern look now.

The Central Board of Film Certification (CBFC), headed by eminent writer lyricist & advertising icon Praseon Joshi, has started implementation of its new certificate design in all its nine regional offices across India.

Commenting on the occasion, Mr Joshi, who took personal initiative in bringing in the new design, reiterated his belief that the certificate should be interactive and reflect the modern digital world and leverage the ease that technology has brought in work processes of the CBFC. He said, the new design underlines CBFC and its Board's positive, user friendly and dynamic approach.

Apart from being simpler yet attractive in nature, the new Certificate design provides all the needed information about the Film at the click of a button. As soon as QR Code on the new Certificate is scanned using a smart phone, it will redirect the user to CBFC website displaying all basic Certification data about the Film. In addition, three new links will be displayed, which can be clicked for further information. These links are for cast/credits details, synopsis/plot of the Film, and trailer/promo of the Film. Trailer/promo starts playing if its link is clicked.

The new Certificate and organisation's new vibrant logo were earlier showcased on August 31 last year, unveiled at the hands of Union Information and Broadcasting Minister Mr Prakash Javadekar, along with Mr Joshi and the then I&B Secretary Mr Amit Khare. The event held in Mumbai was attended by many eminent film industry persons, including directors, producers, actors, and heads of film associations.

MUM/9.1.2020