

HBFF partners with FCCI, for panel discussion on, 'what makes for Successful Cinema: Money, Talent or Networking?'

Hyderabad, June 25, 2016: [Hyderabad Bengali Film Festival \(HBFF\)](#) is going to raise an important question, along with members of the [Film Critics Circle of India](#): "What makes for Successful Cinema: Money, Talent or Networking?" at the inauguration on July 1, at the panel discussion. The panel discussion is scheduled at 5:30 PM on the opening day of the festival, i.e. July 1, 2016, at Prasad Preview Theatre. The panelists that comprises of noted film makers and critics from different parts of the country will try to find out the answer of the question.

Money: We first read about 1 crore- club, then 30-crore clubs, now of hundreds of crores... It has become impossible to count the number of zeroes in the returns raked in at the BO for a film like PK or Piku or Bajirao Mastani.

Talent: When such huge amounts are being bandied around, the other side of the coin has perhaps as many indie filmmakers who put their life's savings - which mostly stay put in lakhs - knowing pretty well that it has meagre chance of coming back to his bank. Yet, more often than not, these are the films that go around the world - as Aasha Jaoar Majhe did - picking up a Locarno lion here, a houseful run at Nandan, several co-production offers at Cannes...

So, what accounts for the 'success' of a film: money or talent? Or, like the X-factor in a chemical lab, is there an external factor that accounts for the runaway success of even a film whose title we might not be able to recall tomorrow much as we might scratch our heads? Or sometimes of a path breaking film like Prakton that everybody queued up for even before its release, because of the hoardings that say, "Some loves don't change even with Time," as it shows Prosenjit and Rituparna with a certain brand of tea?

Let us look at the possibility of marketing being the 'mool mantra' of success in today's world of commercial creativity.

Respected members of the [Film Critics Circle of India](#) will actively take part in this discussion along with the film makers and audiences.