**PRESS RELEASE**

**JIFF’s International Campaign begins, Film submissions for JIFF2012 begin**

**Jaipur, 22 April-** The fourth Jaipur International Film Festival will commence from 27th of January 20. The JIFF organisers are taking JIFF to the International Film Festivals and other international programmes for publicity & broadcasting, to make it the World’s most beautiful & glamorous film festival.

Jaipur International Film Festival is initiating its foreign relations this year in the month of April. This beginning will be marked in one of the world’s ten most beautiful “Kish Island” in Iran. It is known to everyone that Iran was the guest country in the first Jaipur International Film Festival 2009 and most number of films and film makers were from Iran. One can find JIFF’s essence spreading in the Kish International Film Festival supported by the Art & Culture dept. of Iran. JIFF’s director Mr. Hanu Roj has been invited as the “welcome guest” to the festival. He would be representing JIFF at the festival running from 24th to 28th of April followed by meetings with some film makers in Dubai.

The films for the festival can be submitted from 20th of April 2011. The last date for submission of short/documentary/animation films if 30th of October 2011 and for feature film is 15th of November. This year the duration for short and documentaries has been increased from 15 minutes to 45 minutes and for animation it has been increased to 30 minutes.

From this year, JIFF2012, onwards participants will be awarded in cash, the announcement of which would be made in the month of January. The 5 day festival from 27th to 31st of January would be organised in the cinema halls from this year. JIFF plans to celebrate the completion of 100 years of Indian Cinema in its next festival in 2013.

JIFF began in January 2009 from participation of 8 countries to 41 countries in 2010 and 67 countries in 2011 which is truly commendable. This year 144 films were screened from 27th to 30th of January 2001 in Film Bhavan and Jawahar Kala. JIFF 2011 was organised with support from the Art & Culture Dept. of the Government of Rajasthan.

Yours sincerely

**(Hanu Roj)**

Director

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