



Government of West Bengal
Information & Cultural Affairs Department
Nabanna (9th Floor), 325, Sarat Chatterjee Road, Mandirtala
Howrah-711 102

No. 4132/ICA(N)/IC/O/14F(vii)-09/2018

Dated, Howrah, the 13th August 2025

NOTIFICATION

In suppression of previous Notification No.3523-ICA(N) dated 14th September 2018, in order to encourage the Bengali Film Industry, the issue of mandatory screening of Bengali films by Cinema Halls/ Multiplexes of this State was under the active consideration of the State Government.

2. Now, after careful consideration of all aspects of the matter, and in exercise of the power conferred by sub-section (3) of section 5 of the West Bengal Cinemas (Regulation) Act, 1954 the Governor is hereby pleased to issue the following direction to all licensees of the State.

"In every Cinema hall, and in all screens (each screen) of every Multiplex situated in this State, 365 (Three hundred and Sixty Five) prime time shows/screenings of Bengali films shall mandatorily be held throughout the year with at least one Bengali show per day for all 365 days during the year.

Explanation: Prime time shows shall mean shows held between 3:00 PM to 9:00 PM."

3. Necessary amendment to the West Bengal Cinemas (Regulation of Public Exhibitions) Rules, 1956 will be made in due course.

4. This order shall come into immediate effect and will remain in force until further orders.

By order of the Governor

(Santanu Basu, IAS)

Principal Secretary to the Government of West Bengal

No. 4132 /1(12) -ICA(N)

Dated, Howrah, the 13th August 2025

Copy forwarded for kind information and take necessary action to:

1. The Pr. Accountant General(A&E), West Bengal, Treasury Building Kolkata-700001
2. The Pr. Accountant General(Audit), West Bengal, Treasury Building Kolkata-700001
3. OSD to Hon'ble HMOS, Information and Cultural Affairs, Tourism and Technical Education Training and Skill Development Departments.
4. Finance Department, Group (P) of this Government
5. Sr. PA to Hon'ble MIC, Sports and Youth Services, Housing and Power Departments.
6. The Commissioner, Agricultural Income Tax, West Bengal
7. The C.P/DM.....(All Cinema Licensing Authority)
8. The President EIMPA
9. The President, Multiplex Association of India.
10. Sr. PA to Principal Secretary, I&CA Department
11. Joint Director of Film
12. Guard File.

Additional Secretary & ex-officio Director of Films

