

Revenue (1920) Department.
(Special War)

Ordinary SERIES.

G.O. No. 206

DATED 15-6-20.

[Despatch Abstract.]

Cinematograph films- Papers regarding engagement of an expert-
Recorded.

BACK PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

FURTHER PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

Government of India.

Home Department.

(Political).

No. 1014



From

C.W. Gwynne Esqr., O.B.E.

Deputy Secretary to the Government of India.

The Chief Secretary to the Government of Madras.



Simla, the 9th April 1920.

Sir,

I am directed to refer to the correspondence ending with your letter number 287 dated 28-3-18. and to forward for the information of His Excellency the Governor in Council a copy of a telegram from the Secretary of State dated the 15th April 1920 on the subject of instituting propaganda in India by means of the cinematograph.

I have the honour to be,

Sir,

Your most obedient servant,

C. Gwynne

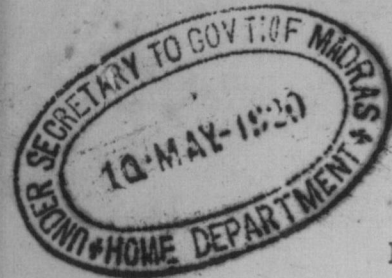
Deputy Secretary to the Government of India.

Filed with G.O. No. 287-2 28-3-18.

ml
6.5.20

file
8.5.20

(4)



3 4/5/20 1920
10/5/20
Cipher telegram from the Govt. of India Home Dept.

No 1078, dated 6/5/20

4
Reference Cinematograph propaganda and correspondence ending with Home Dept Letter No 1014 of the 27th April.

The following telegram has been received from the Secretary of State:

Home
K
9/5/20
I have a proposal under consideration for the engagement for two years of an expert who is now in employment in a leading film-producing firmto visit India. He would survey cinema possibilities for the first six months and thereafter investigate on the technical side the production of films in India and instruct Indian operators. The pay proposed for him is Rs 500 per mensem, and his travelling expenses would be paid. His apparatus would cost £1500. Crossthwaite of the Central Provinces, if you think it desirable, is willing to accompany him for six months. I will conclude arrangements if you agree and send the expert out as soon as possible or when you desire to have him. Rushbrook Williams who has been making enquiries resulting in the above proposal understands that in the Central Provinces something on these lines was in contemplation. Ends.

K
The Government of India would be glad to know by telegram whether the visit of the expert as proposed would be of advantage to you.

I think that Home are dealing with cinematographs but I think that has to do with censoring films. U.S. Home who is in the Club will know. But why in cipher now?

9/5/20



Express

War
no

4

5

Rev(Spe) Sept
war

Telegram

Home

Simla

NO. 1607^{son.} Reference correspondence
ending [with] your telegram
[dated] 18th May regarding
Cinema expert. Hop. Madras
Government consider visit
of expert would be of
advantage.

c.f bottom of telegram
at p 3 c.f

DESPATCHED
27 JUN. 1920

Post copy to go.

Tel. despatched.

Lus
6/6/20

ll
5.6.20

Lus
5.6.20

Home (Indl) Deptt
6

110

Please see the telegram from the Govt of India on p 1³ ^{CP} ante. The Home Deptt: letter No. 1074 of the 27th April 1920 referred to in the telegram has not been received in this Deptt. It is understood that there is some correspondence in the Revenue (Special-War) Deptt regarding cinema propaganda and it is therefore submitted that the present telegram from the Govt of India may be transferred to that Deptt for necessary action.

As far as can be gathered from the present R.I. telegram, this Deptt does not seem concerned with the subject matter. This Deptt merely provides for the certification of cinema films and the licensing of buildings in which they are exhibited. It has so far never dealt with the production of films.

vide p 107 since added

Water 1607
13/5/20

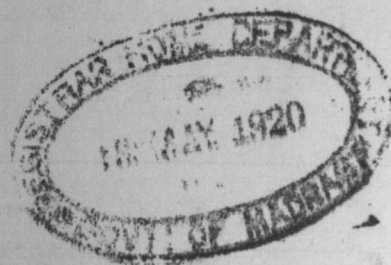
Judex 1953B-1
11/5/20
11-5-20
Res (Spl) no.
1074/11/5/20

18

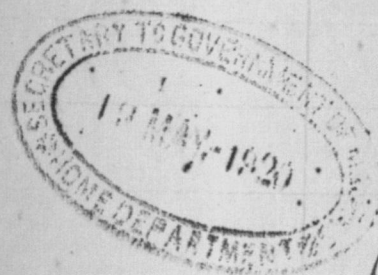
2/7

Telegram dated 18.5.20 from
 the Govt of India Home Dept: -
 "Govt of India would be glad
 to have urgent reply to
 Home Dept: telegram no
 107 S dated 6th May
 regarding proposed visit
 cinema expert"

RtL
 19/5/20



Home no



When was this telegram?

Home (Ind) Dept

no

S Submitted that the Govt
 of India's telegram of the 6th May
 which was received in this Deptt
 on 10.5.20 was transferred to the Res (Spl) War
 Deptt for disposal with Home (Ind)
 no 10 1953 B-1 of 11.5.1920. The
 telegram now received may be
 forwarded to Res (Spl) War no
 in continuation.

RtL
 18.5.20
 19-5-20

Res (Spl) War no.
 19/5/20

S

V.E. Special

3/28
I have not seen the telegram.

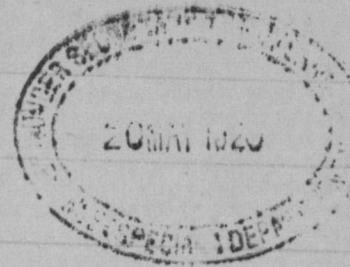
I presume that the subject relates
to Rev Spel

May 19/5/20

John 2066A-1

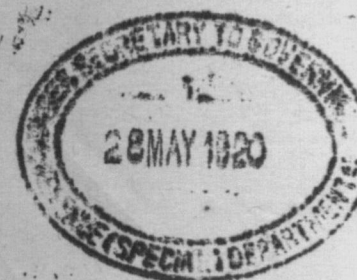
20.5.20

W. Rev Spel



It ought to be possible to use the cinema for most of the purposes for which a lecture can now be used. But it is not very easy to see how to turn the general idea into practice. It is here that the proposed expert might be able to give advice but I doubt whether he will be able to get over all the difficulties in the way of film production for Government purposes. The most obvious case in which a cinema might be used would be to reinforce a Health and Welfare campaign on sanitation and healthy living. But films would have to be specially prepared for the purpose. The man who is to prepare the film must know a good deal about sanitation and be clear in his own mind as to the lessons he wants to drive home. He must also have a good deal of imagination to help him devise scenes that would be likely to impress the desired lesson on the audience. Lastly he must know something of the cinema to enable him to get his scenes re-produced on the film. To get any results it looks as if it would be necessary to place an officer with full knowledge and experience of sanitation on special duty for a considerable period for the production of cinema films on sanitary subjects. He would have to work of course in collaboration with a film producer thoroughly trained in the technique of film production. Such a film producer could probably find employment for most of his time in producing the ordinary amusement films for the Indian theatres if all the Local Governments could not between them fully employ his time.

2 Then if we want to use the cinema lecture in the interests of the Agricultural Department, we should have to depute an agricultural expert to work with the technical expert in film production. I discussed this once with Mr. Wood when he was acting Director of Agriculture, and he was doubtful whether the



results would repay the labour and cost involved. He thought that for the present the magic lantern is sufficient to help out the agricultural lectures.

3 Except for Sanitation and Agriculture, I hardly see how to make use of the cinema. On the whole, I do not think that Publicity would be justified in recommending ^{machas} ~~the~~ spending of much ^{money} ~~machas~~ money on experimenting in the cinema at present. If India will pioneer the way and get a good film producer established in India either as a private adventurer or as ^{an} Officer of the Government of India, then the Sanitary Commissioner or the South Indian Health and Welfare Association might experiment by deputing an officer to compose and produce Sanitary Cinema lectures in collaboration with the expert film producer.

4 The South Indian Health and Welfare Association might be consulted.

[Signature]
PUBLICITY OFFICER.

Publicity Bureau No. 1519

26.5.20.

Recd as V.E. 8/2

Rd

28/5

Recd in m/o 30/5

p2 ante

x of K m p 30f

p1 ante

para 4, p6 ante

Recd spl (war) Dept

Please see Publicity Officer's note above.

2. The Govt. of India have again reminded us for an early reply to their reference on page 3 o.f. Submitted that the Publicity Officer's opinion in para 3 of his note above may be intimated to India by telegram.

3. The Publicity Officer has evidently not consulted the Director of Industries in the matter. He has however suggested a reference to the South Indian Health and Welfare Association. Submitted that after issue of the

12

telegram to India the file may be sent u.o. to the Director of Industries for remarks with reference to the Publicity Officer's note above and he may also be requested to send his reply after consulting w the South Indian Health and Welfare Association.



CRS
31.5.20

Sec

for
2.6.20

I don't agree. The whole thing of course is ridiculous at present. It is last degree. But all we can do is to say nothing or not to visit of the Commission. I don't think of sending it to us. But we have to get down to business. I don't think we can do anything about it. I think we might say 'Yes'.

I suppose it is not possible to express of a known purpose so

Sec. Financial

3.8.20



Ref no 1602/W-20-1
3.6.20
File no 1934C
3-6-20

Ind Dept

For the Asst Secy.

Please see telegram on page 3 c.f. and the Revl Sptl) Secretary's note on the previous page. Apparently the charges on account of the cinema expert would be borne from Imperial fund. Even if Provincial fund are to bear a portion of the cost, it may not amount to much. In the circumstances Financial may it is submitted, accept the suggestion of the Rev (Cpl) Secy to answer the report of India's inquiry in the affirmative.

h.b.
4/6

C.S.

h.b.
4/6/20

I agree

h.b.

5/6/20

Rev Sptl)

Rev (Sptl) (for) app

To: S

A revised draft telegram is sent for approval.

h.b.
5-6-20

h.b.
5-6-20

(Telegram N° 1607D) 6.6.20

File no 1934C-1

5-6-20

Recd at 3.40 PM

h.b.
5-6-20

For the full year

~~war~~
no

Subst that the papers may now
be recorded in a G.O. for the sake of easy
reference.

Lee
9.6.20.

CR

9.6.20

Reend p. N° 206 d 15-6-20

11/6.00

Abstract-

Cinematograph films

Papers regarding
engagement of an
expert - Records.

When given for copying _____
 When copied _____
 When examined _____
 When signed _____

192 .

READ AGAIN G.O. No. _____
 192

DATED

CUSTOMER No. _____

REGISTERED OF G. No. _____

ORDER OF ESTABLISHMENT ..

A A A A A A A

LETTER OF ESTABLISHMENT.

STATEMENT WITH NOTES.

PAPERS NOT FILLED UP, BEING MEANT FOR DESPATCH
 IN ORIGINAL.

N.B.—

- A = Copy in full.
- B = Not to be copied.
- P = Copy abstract only.
- Q = Copy heading only.