

## **Certificate Course on Law and Business of Entertainment Inaugurated at GNLU**

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**Gandhinagar, September 20, 2018:** Certificate Course on Law and Business of Entertainment was inaugurated today at GNLU. The inaugural ceremony was graced by Dr Dhiraj Kakadia, IIS, Entertainment Tax Commissioner, Gujarat State, Prof. (Dr.) Bimal N. Patel, Director, Gujarat National Law University, Mr Sanjeeth Hegde, Senior Partner, BIP Counsels, and Ms Anchita Sharma, Intellectual Property Attorney, BIP Counsels.

In his Welcome address, Dr Bimal Patel said that “with the entertainment industry growing by leaps and bounds, there is a tremendous scope for legal professionals specially trained in the field of entertainment law.

In his inaugural address, Dr Kakadia highlighted various steps the Government of Gujarat is considering to promote the Gujarati film industry in the state.

The Indian Media and Entertainment (M&E) industry is a sunrise sector of the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving revenue. Indian media and entertainment industry grew at a Compounded Annual Growth Rate (CAGR) of 12.25 per cent during 2011-2017 and it is expected to grow at a CAGR of 11.6 per cent to touch Rs. 2,032 billion (US\$ 31.53 billion) by 2020 from Rs. 1,308 billion (US\$ 19.46 billion) in 2016.

The industry provides employment to 35 to 40 Lakh people, including both direct and indirect employment. In terms of Foreign Direct Investment inflow, as per the Department of Industrial Policy and Promotion (DIPP), the industry attracted FDI of US\$ 6.86 billion during April 2000 – September 2017.

In this background, many legal intricacies arise especially in the areas of Contract Disputes, Licensing and Intellectual Property Rights (IPR). The course is, therefore, designed to give a bird's



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eye view of the basics of the Law and Business of entertainment. It covers important topics such as Entertainment Contracts, Negotiation Skills, and Entertainment Disputes & Resolution. It will also cover academic deliberations on contemporary Government initiatives like National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry and the opportunities and viability of the Indo-Canadian deal on visual co-production.

The course is organized by the GNLU Centre for Sports and Entertainment Law (GCSEL) in collaboration with BananaIP (BIP) Counsels. For more information, please contact Dr Richa R. Mulchandani, Centre Director (GCSEL) on [rsharma@gnlu.ac.in](mailto:rsharma@gnlu.ac.in) or 8128650866.