

High Commission of India
Dar es Salaam
Press Release

“High Commission of India Organised Two-Day Indian Film Festival in Dar es Salaam”

Dar es Salaam – The High Commission of India successfully concluded a vibrant two-day Indian Film Festival, held from January 24th to 25th, 2026, at Century Cinemas, Vijana Mall, Dar es Salaam. This cinematic celebration was a flagship event organized under the ‘Development, Communication and Dissemination of Filmic Content’ (DCDFC) Scheme of the Ministry of Information and Broadcasting, Government of India. The festival served as a landmark cultural bridge, bringing together a diverse audience of diplomats, film enthusiasts, and the local community to witness the narrative richness and technical evolution of the world's most prolific film industry.

The festival featured a meticulously curated lineup of six films, designed to highlight both the global appeal of Hindi cinema and the profound depth of India's regional languages. Among the Hindi-language selections, the festival showcased the visually breathtaking and emotionally resonant "**Zindagi Na Milegi Dobara**," which explored themes of friendship and personal liberation across international landscapes. This was followed by the critically acclaimed "**English Vinglish**," a touching narrative on self-assertion and dignity that struck a universal chord with the audience. The inclusion of "**The Diplomat**" added a layer of contemporary relevance, offering a gripping look at the complexities of international relations and the grit of those who serve their nation on the global stage—a selection that was particularly well-received by the diplomatic corps in attendance.

In a dedicated effort to showcase India's linguistic and cultural plurality, the festival also gave center stage to three award-winning regional films. The Marathi film "**Mhorkya**" captivated viewers with its poetic and honest portrayal of leadership and social aspiration through the eyes of a young shepherd boy. The Kannada film "**Dollu**" highlighted the struggle to preserve traditional Indian folk art forms amidst the pressures of modern urbanization, while the Tamil film "**Amma Kanakku**" moved the audience with its powerful story of maternal sacrifice and the transformative role of education in achieving social mobility. Together, these films

demonstrated that while the languages of India are many, the emotional core of its storytelling remains a singular, powerful force.

During the inaugural ceremony on January 24th, the High Commissioner of India delivered a keynote address underlining the immense significance of cinema as India's primary cultural ambassador. He spoke eloquently about the century-long legacy of Indian filmmaking and its unique role as a potent form of soft power that fosters deep "people-to-people" connections without the need for a passport. The High Commissioner emphasized that the DCDFC Scheme is instrumental in sharing the "Idea of India"—a nation defined by its democratic values, pluralism, and civilizational depth—with the world. He noted that through these screenings, the High Commission aimed to transcend traditional diplomacy, using the silver screen to build lasting bonds of empathy and mutual respect.

The two-day event saw an overwhelming response, with packed screenings and high engagement from the local filmmaking community. Attendees praised the selection for its thematic variety and the high production quality of the films, many of which were being premiered in the region for the first time. The festival concluded as a resounding success, reinforcing the role of Indian cinema as a vital tool for diplomatic engagement and a window into the soul of a modern, aspirational India. The High Commission of India extends its gratitude to all the partners and guests who made this celebration of filmic content a memorable milestone in bilateral cultural relations.

Dar es Salaam

25 January, 2026