



Film tourism in India
- a beginning towards
unlocking its potential

FICCI Shoot at Site 2019

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Foreword

Film tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. Film tourism sector has seen tremendous growth in the past few years. It represents a gateway to new and more intense ways of experiencing destinations. At the same time, it creates the potential for new communities by way of an exchange of insights, knowledge and experience among the tourists themselves.

Films play a significant role in the promotion of tourism in various countries and different states of India. A film tourist is attracted by the first-hand experience of the location captured on the silver screen.

Not only is film tourism an excellent vehicle for destination marketing, it also presents new product development opportunities, such as location tours, film museums, exhibitions and the theme of existing tourist attractions with a film connection.

This report focusses on the concept of film tourism and the various initiatives taken by both the state and central government of India for boosting film induced tourism through their respective film production policies.

Dilip Chenoy

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The significance of cinema in today's times has gone beyond its intended purpose of mass entertainment. Cinema is a portal for people to escape from reality and into their world of fantasy. Cinema is a source of inspiration for some, a source of entertainment for some and a source of education for some. All in all, cinema plays a significant role in an individual's life and in some form or manner influences their decision making.

It is not uncommon to see clothing and FMCG brands integrate their product in films or even launch brands, collections and special period offers co-branded with the film. The above concept is a marketing strategy adopted by leveraging the influential power of films on individuals.

Film tourism is a concept conceived from the influential value and the retention power of a film in an individual's mind. Like the desire of an individual to wear the similar brand and style of clothes used by the lead cast, or use the products used by the lead cast, the idea of film tourism is to create a desire to visit the location portrayed in the film.

Unlike other forms of entertainment, the quiet and focused environment of a cinema theatre ensures a longer attention span of the consumer. Films also offer a better retention rate of products advertised in the films due to longer period of coverage offered by films vis-à-vis typical television advertisements.

The impact of film tourism can be felt at micro and macro-economic levels. Several studies have recognized the tourism industry as a key contributor to the economy of a country. Integrating film production and tourism has been a marketing strategy implemented by developed countries to boost tourism in their country. Singapore is one such country which has attributed its increasing tourist footfalls over the years to its film incentive policy and considers tourism receipts as a return on investment made by it through its film incentive policy.

The focus of this report is to bring out the benefits of films, on tourism in today's world and portray films as a prudent investment choice to market a destination from a tourism perspective. While the report covers the initiatives taken by central and state governments in India, it also throws light on additional steps which might need to be taken to make film tourism more effective in India.

Thus, implementing these suggestions should not only make India attractive for Indian and foreign film makers to shoot, but also serve as catalysts to reap the benefits of film induced tourism.

It is believed that collaborative efforts may be required on the part of the decision makers as well as stakeholders in the film industry. We hope the findings and suggestions may provide useful insights to those charged with taking up this challenge.

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Contents

General overview of film tourism	06
Indian cinema in numbers	07
Contribution of tourism to India's GDP	07
Concept of film tourism	07
Film tourism and India	08
Film tourism and Indian cinema	09
Benefits of film tourism	10
Direct benefits	11
Induced benefits	11

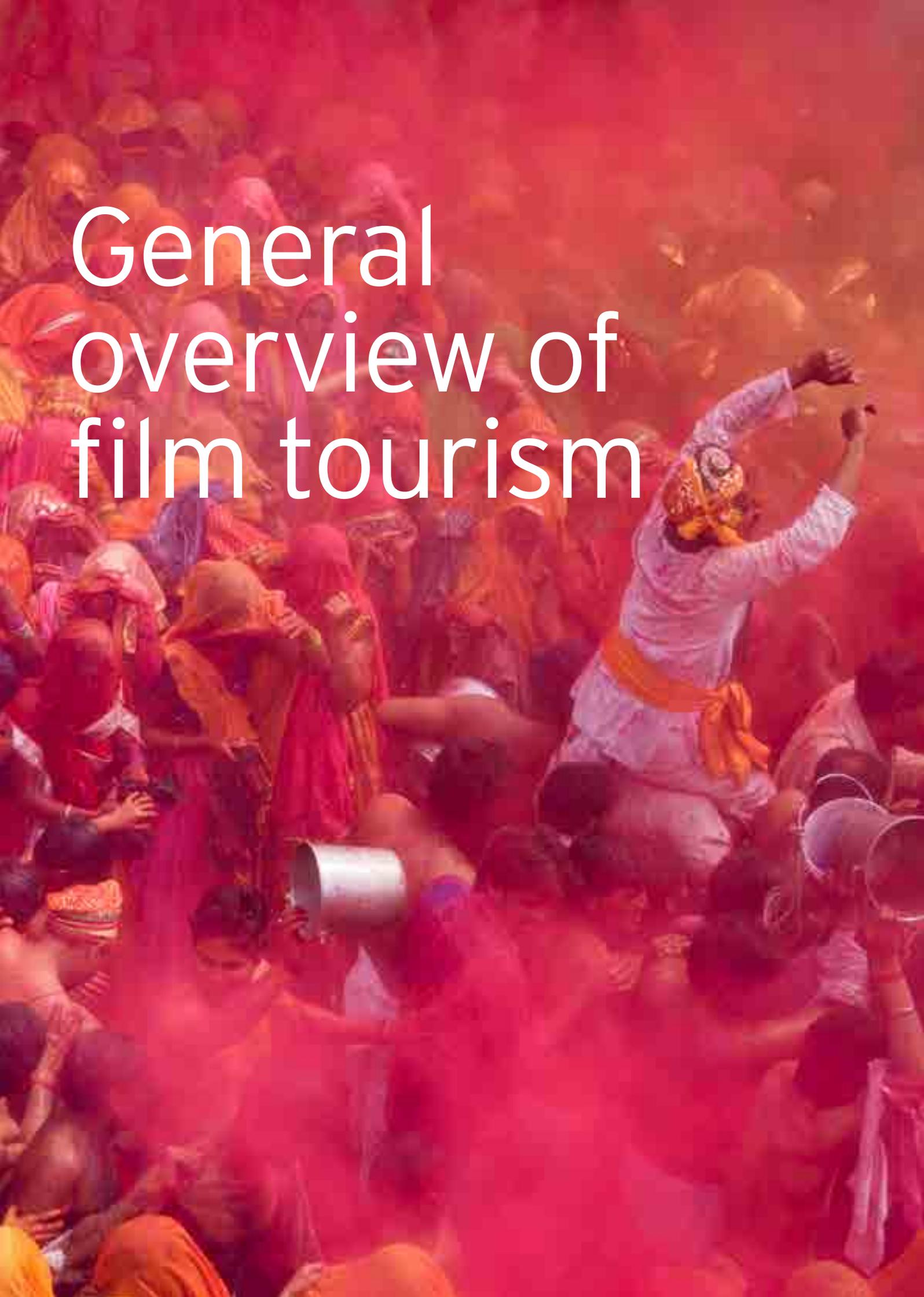
Current initiatives taken by government **12**

Centre Incentives	12
State Incentives	18
Uttar Pradesh	18
Gujarat	21
Rajasthan	22
Delhi	24
Odisha	25
Maharashtra	28
Kerala	30
Assam	32
Jharkhand	34
Haryana	37
Uttarakhand	39
Karnataka	40
Goa	43
Andhra Pradesh	44
Andaman Nicobar island	46
West Bengal	47
Arunachal Pradesh	48
Bihar	49
Himachal Pradesh	50
Jammu & Kashmir	51
Madhya Pradesh	52

Best practices for promoting film tourism in India **54**

Simplify administrative processes	55
Incentivize film productions	56
Promote filming destinations	57

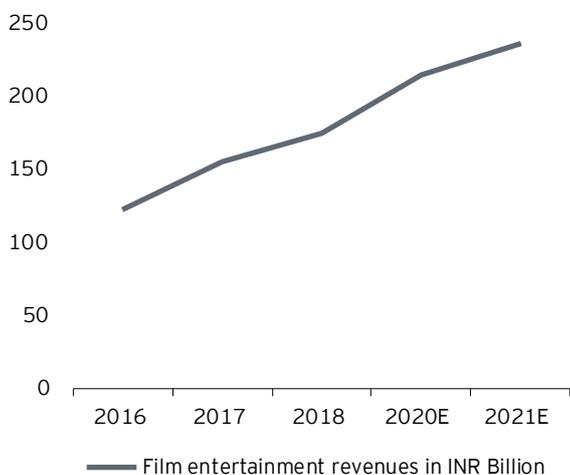
General overview of film tourism



Indian cinema in numbers

The Indian film industry is one of the fastest growing sectors in the country today and has grown from INR 155.5 billion in 2017 to INR 174.5 billion in 2018, representing a growth rate of 12.21%¹. Over the years, the industry's revenues have grown significantly and the projected size of the industry is estimated to reach INR236 billion by 2021². The Indian film industry is one of the largest producers of the cinematographic films in the world with an annual certification of 2,336 films during FY15-16³.

Film entertainment revenues in INR billion



Contribution of tourism to India's GDP⁴

India, with its vast geographical and cultural diversity is an emerging hotspot for global tourists as it offers wide range of tourist attractions from the Himalaya to oceans. According to the World Travel and Tourism Council⁵, India ranked seventh amongst 185 countries in terms of travel and tourism sector's total contribution to GDP in 2017. Tourism industry in the year 2017 contributed 9.4% of the GDP and generated 8% of the total employment in the country, thus making it one of the largest industries in the services sector.

Several industry reports have shown a boom for the travel and tourism sector not only in India but also globally. As per a report by The Travel & Tourism Competitiveness Report 2017 by the World Economic Forum and a separate Motion Pictures Distribution Association India (Private) Limited report⁶, it is estimated that an international tourist spends US\$ 2,618 on an average in India and the average spend per tourist both domestic plus international in India is currently at US\$1,500. Further, as per the said World Economic Forum report, travel spending will reach an average of US\$5,305 a year per traveler by 2025 –and that does not include costs spent before a trip, such as for an airline ticket. The foreign exchange earnings through tourism is pegged at US\$27.31 billion for the calendar year 2018 as per the Indian Tourism Statistics Report 2018. These earnings have shown a growth of 19.10% as compared to 2017 earnings. Assuming a constant growth rate of 19.10%, the foreign exchange earnings (keeping 2018 as base) could soar up to US\$92.83 billion by 2025 out of which an approximate amount of US\$4 billion could be attributed on account of film tourism. This clearly portrays the potential of investments in the tourism sector.

The contribution of travel and tourism industry in the world GDP stands at about 10.4% and in most nations with advanced travel & tourism, this industry contributes more than 13% to their respective GDPs. According to World Travel & Tourism Council, India is also on a high growth trajectory, projected to grow by an estimated CAGR of 7.1% in terms of GDP contribution over the next decade.

Concept of film tourism

Cinema has always been a popular vehicle for dissemination of culture, education and leisure. However, given the impact of cinema on behavioral changes on audiences, it has in recent years emerged as an influential tool for the development and promotion of destinations.

Film tourism describes the effects that cinema can have on our travel decisions as they inspire people to experience the screened places first hand. Not only is cinematic tourism an excellent vehicle for destination marketing, it also presents new product development opportunities, such as location tours, film museums, exhibitions and the theming of existing tourist attractions with a film connection. Several destinations have gained in terms of tourist influx by being the venue/ location of popular domestic and international cinema. In addition to the exposure provided through such films, there are many ancillary gains to the destination like income generation, investment, job creation, etc. which contribute to the overall economic development of the respective destination.

1. Re-imagining India's M&E Sector March 2018 - FICCI & EY
2. Make in India Campaign - <http://www.makeinindia.com/sector/media-entertainment/>
3. Central Board of Film Certification- Annual report 2015-16
4. Travel and Tourism Economic Impact 2018 India - World Travel and Tourism Council
5. Travel and Tourism Economic Impact 2018 India - World Travel and Tourism Council
6. Economic Contribution of the Film and Television Industry in India, 2017 dated March 2018 - Motion Pictures Distribution Association of India (Private) Limited

Film tourism and India

India, in addition to being one of the leading film producing countries with the filming community spread across various regions of the country also offers a diversity of landscape and locations in the different states/ union territories, making it an appealing destination for production of both international and domestic films. The table below is a compilation of prominent Indian and international films partly/ completely shot in India.

Sr No	Name of the film	Domestic / International production	Location
1	Eat Pray Love	International	Delhi and Pataudi
2	Slumdog Millionaire	International	Mumbai
3	Mission Impossible 4	International	Mumbai
4	The Dark Night Rises	International	Jodhpur
5	Life of Pi	International	Puducherry and Kerala
6	Octopussy	International	Udaipur
7	Jobs	International	Delhi and Vrindavan
8	The Best Exotic Marigold Hotel	International	Jaipur and Udaipur
9	The Bourne Supremacy	International	Goa
10	Zero Dark Thirty	International	Chandigarh
11	3 Idiots	Domestic	Ladakh
12	Dil Chahta Hai	Domestic	Goa
13	Jab We Met	Domestic	Punjab
14	Rang De Basanti	Domestic	Delhi and Punjab
15	Munna Bhai MBBS	Domestic	Maharashtra
16	Bajrangi Bhaijan	Domestic	Delhi
17	Ramleela	Domestic	Gujarat
18	Lagaan	Domestic	Gujarat
19	Krish 3	Domestic	Telangana
20	Ra One	Domestic	Telangana

Film tourism and Indian cinema

The advent of the 21st century witnessed the globalization of the Indian cinema. Today, Indian cinema has not only reached out to global audiences but has also found global acceptance. Indian cinema is now widely recognized across the world and has been part of screenings at major international film festivals. The overseas market also contributes a sizeable chunk to film industry's box office collections. Investments made by major global production houses also confirms that Indian cinema has made a mark for itself in the global film market.

It has been noted that especially over the last couple of decades, an increasing number of tourists began to visit destinations featured through films, TV or any other similar way of visuals which are not directly related to tourism promotion campaigns. Post liberalization of the Indian economy in 1990's, people from various segments of the society started going abroad for short term and long-term leisure as well as non-leisure trips. At the same time, the momentum to film abroad also picked up amongst the Indian film producers.

Besides portraying and boosting international destinations through films, Indian cinema has also played a major role in tapping previously unknown destinations within India. Film producers have increasingly stepped up their efforts to identify unique locations for filming their cinema, resultantly popularizing such destinations as "must visit" places in the minds of the Indian travelers.

Case studies

Impact of 3 Idiots on tourism in Ladakh

The climax scene of the movie was shot on the banks of Pangong Tso Lake in Ladakh, in the state of Jammu & Kashmir. Pangong Tso is a scenic mountain lake, at a height of 4,350 meters above sea level and can be reached after a five-hour drive from Leh (capital and entry point to Ladakh) over rough and dramatic mountain roads.

As a consequence of the movie, the popularity of Pangong lake soared. Props such as the mustard-yellow scooter used by the lead actress in the movie and life-size cut-outs of the lead actors can be seen on the banks of the lake. Several restaurants and cafes in the area have been named after the movie and its characters.

Tourist arrivals in Ladakh grew to 2.4x the average number prior to the movie's release and continue to grow even after nine years since the theatrical release of the film.

Impact of Zindagi Na Milegi Dobarā on tourism in Spain

The film features three friends on a pre-marriage road trip across Spain includes scenes at the Tomatina festival in the town of Buñol and the San Fermín bull-running festival in Pamplona. With scenes also set in Barcelona, Seville and the beaches of the Costa Brava, the film was the first major Indian production to be shot extensively in Spain. It was also the highest grossing Bollywood film of 2011.

There was an immediate impact in the number of people requesting entry visas to travel to Spain. The year after its release 60,444 Indians visited Spain⁷, nearly double the 2011 figure, according to the industry and tourism ministry. In 2015 the number had risen to 85,000.

Spain and India signed a film co-production agreement in 2012, a year after Zindagi Na Milegi Dobarā was released.

Impact of Krrish on tourism in Singapore⁸

Krrish was the first Indian film to be shot in Singapore under the Singapore Tourism Board's (STB) Film-in-Singapore subsidy scheme. The scheme subsidizes up to 50% of the qualifying expenses (hiring of local talent, post-production services, air and accommodation). According to a State Tourism Board report, the number of international visitors to Singapore rose to 15.6 million in December 2013. Annual Indian tourist traffic to Singapore increased from six to seven million

STB achieved a direct contribution of S\$17.7 billion (US\$12.8 billion) in tourism receipts in 2017 from 17.4 million visitors who visited the country in 2017, up from 8.9 million visitors and S\$10.8 billion (US\$8.6 billion) in tourism receipts in 2005.

7. <https://www.theguardian.com/world/2016/jun/19/spain-courts-bollywood-productions-to-attract-more-indian-tourists>

8. Made in India: Attracting and incentivising film productions - Report by EY and LA India Film Council

Benefits of film tourism



Direct benefits

There may be benefits which can be directly attributed to the production of the film in the locality and are as follows

- ▶ Revenue generation due to direct spends on equipment hire, accommodation, leisure and travel expenses incurred during the period of film production in the locality
- ▶ Employment generation on account of hiring of local talent such as technicians, artists and people with local know-how
- ▶ Providing an impetus to the local film industry by training the local talent and providing exposure to new technologies and techniques
- ▶ Technology transfers which enable the local talent to hone their skills and individually explore future opportunities for film production

Induced benefits

Other than direct spends during production shoots, creative industries induce tourism in three ways:

a) Creating awareness

Showcasing virgin or less-known locations in films or television programs. For instance, Dudhsagar Falls, gained sudden popularity after the shooting of a sequence in the film Chennai Express. Hadimba Mandir in Manali was a laid-back location until it was turned into a must-visit destination through iconic scenes from the movie Ye Jawani Hai Diwani.

b) Presenting a location in an attractive manner

Creating a memory or aspirational value in a location or attraction that would not have been present otherwise. For example, Jaipur, has always been famous because of its mesmerizing architecture and historical monuments. However, not all forts and structures of Jaipur could catch the attention of Bollywood as well as Nahargarh Fort could due to the sequence of the film Rang De Basanti shot here.

c) Creating / Shaping attractions

Actively creating attractions around themes from film / television content. Disney's theme parks and hobbit-themed hotels in New Zealand after the shooting of The Lord of the Rings are examples of this mechanism.

Current initiatives by the central government



The Ministry of Information & Broadcasting, Government of India, set up the Film Facilitation Office (FFO) in the National Film Development Corporation (NFDC) with a view to promote and facilitate film shootings by foreign filmmakers in India.

It acts as a single-window facilitation and clearance mechanism that eases filming in India, as well as endeavoring to create a film-friendly ecosystem and promoting the country as a filming destination. In the interim budget for 2019-20, it was announced that the single window clearances facility provided to foreign filmmakers shall be extended to Indian filmmakers as well. Further it was decided that more reliance shall be placed on self-declaration for fostering entertainment industry. The institution of the "Most Film Friendly State" Award, which was won by the state of Gujarat in 2015, the state of Uttar Pradesh in 2016 and the state of Madhya Pradesh in 2017, is a unique initiative in this direction.

Role of FFO (Film Facilitation Office) in promoting India as a filming destination amongst foreign filmmakers⁹

- ▶ FFO has engaged with the Motion Pictures Association of America (MPAA) since its inception to understand the key issues faced by Hollywood Studios interested in filming in a country
- ▶ FFO is a member of Association of Film Commissioners International (AFCI) and is actively involved in the AFCI's flagship annual events
- ▶ FFO has held sessions in leading international film markets in Marche du Film (at the Festival de Cannes), European Film Market 2018, FILMART 2019
- ▶ FFO interacts with different studios and individual producers and has created a favorable filming environment

Role of FFO in promoting India as a filming destination amongst Indian filmmakers¹⁰

- ▶ FFO proposes to create web portal for allowing submission of online applications for permission for film shootings from Indian filmmakers
- ▶ FFO's web portal, provides all filming related information at the click of a button. The portal disseminates information on India's various shooting locations across

all states (each location having a detailed information relevant to that particular location), lists facilities available with the Indian film industry for post-production / animation/ VFX, enlists filming guidelines/policies across various states and key central government ministries/agencies (ASI, Railways, DGCA, Forests, etc.) shows India's co-production treaties

FFO has created an ecosystem of Nodal Officers across various state governments and within key stakeholder central government ministries/ departments such as the Ministry of Home Affairs, Ministry of External Affairs, Ministry of Defence, Ministry of Tourism, Ministry of Railways, Airports Authority of India, Directorate General of Civil Aviation, Central Board of Central Board of Indirect Taxes and Customs, Animal Welfare Board of India, Archaeological Survey of India and the Ministry of Environment, Forests and Climate Change.

Role of FFO in acting as a linkage between various state governments and the film industry¹¹

- ▶ Over the last three years - 2016, 2017 and 2018 - the FFO created the concept of Film Offices at Film Bazaar, which is operated by NFDC. The Film Offices is an annual location show, held every November between the 20 to the 24, wherein various states participate with their respective Film Offices with a view to showcase their locations along with the incentives being offered to various filmmakers from India and abroad
- ▶ During the International Film Festival of India and Film Bazaar, the FFO disseminates a comprehensive list of incentives currently available for filmmakers from across various states
- ▶ In an endeavor to gather state and locations information from the states and mobilize them to ease filming at the ground level, the state FFO officials met with various Nodal Officers
- ▶ FFO participates in the Global Exhibition on Services (GES) 2018, OTM 2019 and IIFTC 2019, in synergy with various state governments, created another opportunity for the FFO to help create linkages between the industry, including leading trade bodies.

9. Based on interaction with FFO representatives

10. Based on interaction with FFO representatives

11. Based on interaction with FFO representatives

Role of FFO in enhancing soft power of the Indian economy¹²

- ▶ FFO assists in promoting the country's soft power towards establishing the country as a film-friendly destination
- ▶ Film induced tourism can provide sustainable, long-term economic returns. FFO increases the cultural value for the film location
- ▶ FFO endeavors to create a film friendly ecosystem within the country, wherein locations are viewed as a product development opportunity and states as brands, thus resulting in destination branding and enhancing India's soft power

The FFO website inter alia is also a host to several state policies for film production, filming permissions, film production incentives, details of locations for filming, co-productions, production directories, etc.

While most of the state wise film production policies/ incentives have been covered in the state's section, given below are the policies with respect to filming at archaeological monuments, protected forest areas, airports and railways.

Archaeological monuments

Introduction

- ▶ The Archaeological Survey of India (ASI), under the Ministry of Culture, is the premier organization for the archaeological researches and protection of the cultural heritage of the nation.
- ▶ Maintenance of ancient monuments and archaeological sites and remains of national importance is the prime concern of the ASI.
- ▶ ASI gives permissions for filming at its forts and monuments.

Guidelines for filming / video shooting permissions

- ▶ Filming permission for academic and commercial purposes shall be granted by the concerned officer in-charge of the circle/ mini-circle, etc.
- ▶ Fee for filming- INR50,000/- (non-refundable) (per day for single museum) and INR10,000/- (refundable) as a security money [subject to revision]. The fee may be exempted in case of central and state agencies carrying out filming by their own resources and not on contract. However, the Director-General, ASI, will be the competent authority to grant such exemptions

- ▶ Due acknowledgment shall be given to the Archaeological Survey of India
- ▶ Request of filming/ video shoot along with camera crew shall be made by the applicant at least 15 days prior to the proposed date of shoot
- ▶ Documents required for the filming along with the form are annexed at Annexure - C

Contact details

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12. Based on interaction with FFO representatives

Protected areas

Introduction

The Wildlife Division of the Ministry of Environment, Forest and Climate Change permits filming in protected areas in the country which provides an excellent opportunity for showcasing the rich biodiversity of the country and bring more awareness on conservation among the people.

Guidelines for filming / video shooting permissions

- ▶ No filming between sunset and sunrise
- ▶ Film crew will not be permitted to move around the in the park on foot for filming, except with express written permission of the Chief Wildlife Warden of the state
- ▶ Use of aircraft is not permitted
- ▶ Permission of the Chief Wildlife Warden of the concerned state/ states shall be obtained before taking up filming in any direction given by him/ them shall be binding on the film unit
- ▶ Before the filming is started, its detailed script must be approved by the Chief Wildlife Warden of concerned state/ states
- ▶ The Chief Wildlife Warden of concerned state/ states or their authorized representatives will supervise the activities of the filming to ensure that all conditions stipulated are adhered to

- ▶ The provisions, rules and regulations covering national parks and sanctuaries under Wild Life (Protection) Act 1992 and as prevailing in the state should be adhered to
- ▶ Depending upon the theme of the proposed film, the film makers should be advised to discuss the treatment of the theme with experts/ knowledgeable persons/ institutions within the country who could provide technical guidance on a species, problem or area. Their contribution must be acknowledged in the film. Names of such persons or institutions may be suggested to the film maker by this Ministry of Environment, Forest and Climate Change if so requested

Contact details

Nodal Officer

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Indian railways

Introduction

The Railways in India provide the principal mode of transportation for freight and passengers. It brings together people from the farthest corners of the country and makes possible the conduct of business, sightseeing, pilgrimage and education. The Indian Railways have been a great integrating force during the last more than 164 years. It has bound the economic life of the country and helped in accelerating the development of industry and agriculture.

From a very modest beginning in 1853, when the first train steamed off from Mumbai to Thane, a distance of 34 kms, Indian Railways have grown into a vast network of 7,349 stations spread over a route length of 67,368 Km with a fleet of 11,461 locomotives, 53,453 passenger service vehicles, 6,714 other coaching vehicles and 2,77,987 wagons. The network runs multi-gauge operations extending over 67,368 route kilometers. The network is divided into 17 Zonal Railways and Divisions are the basic operating units. The rolling stock fleet of Indian Railways in services as on 31 March 2017 comprised 39 Steam, 6,023 diesel and 5,399 electric locomotives.

Guidelines for filming / video shooting permissions

- ▶ Foreign film producers, seeking permission for shooting a feature film to be shown/telecast outside India, are required to approach the Ministry of Information & Broadcasting for obtaining their clearance for shooting in India (at the specified locations). This is also applicable to the Indian producers undertaking the job for a foreign agency or for being shown outside India
- ▶ Foreign film producers, seeking permission for shooting a documentary film to be shown/telecast outside India, are required to approach the External Publicity Division of the Ministry of External Affairs (MEA) for obtaining clearance for shooting in India (at the specified locations). This is also applicable to the Indian producers undertaking the job for a foreign agency or for being shown outside India
- ▶ Foreign journalists, who are based in India and have accreditation from the Government of India, do not require such clearances for taking shots for news/features

- ▶ The conditions to be followed while granting permission for film shooting involves- scrutiny of the script of the film, collection of a security deposit, execution of a comprehensive insurance, payment of license fee, payment of hire charges for the railway rolling stocks (if required), execution of Indemnity Bond & Agreement and observance of safety and security regulations during the shooting
- ▶ While allowing shooting in the normal run of a train, it may be ensured that shooting by traveling on footboards/ roof tops is not allowed. It must be ensured further that no inconvenience is caused to other passengers. Similarly, shooting should not be allowed on tracks while there is any movement of a train. During the daytime, shooting at crowded railway stations should be avoided to ensure that normal functioning of the railways is not affected adversely and there is no inconvenience to the rail users

Contact details

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Airports

Introduction

Airports Authority of India (AAI) was constituted by an Act of Parliament and came into being on 1 April 1995 with the responsibility of creating, upgrading, maintaining and managing civil aviation infrastructure both on the ground and air space in the country.

AAI manages 125 airports, which include 18 international airports, seven customs airports, 78 domestic airports and 26 civil enclaves at defence airfields. The AAI provides air navigation services over 2.8 million square nautical miles of air space.

AAI gives permission for shooting at airports in the country.

Contact details

Nodal Officer

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Other initiatives¹³

- ▶ The Ministry of Tourism has formulated guidelines, for extending Central Financial Assistance (CFA) to various state governments/union territory administrations, for promotion of film tourism. Under these guidelines, CFA of INR2 lakh per film is extended, during each financial year, to the state governments and union territory administrations for a maximum of five films, which include feature films, documentaries, tele-films and television serials. The CFA is granted for meeting the costs towards space hiring/filming charges, facilitation fee, etc. payable by the filming unit to various state governments, union territory administrations, government agencies, etc. The films for CFA are selected based on the potential exposure they can provide for

promotion of tourism destinations and locations. These guidelines have been circulated to all state governments/ union territory administrations and have been uploaded on the official website of the Ministry of Tourism

- ▶ To establish India as a preferred filming destination and promote film tourism, the Ministry of Tourism and the Ministry of Information & Broadcasting entered into a Memorandum of Understanding, inter-alia, to promote cinema of India as a sub brand of "Incredible India" at various international film festivals and markets abroad, to develop synergy between tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry
- ▶ To promote film tourism, the Ministry of Tourism and the Ministry of Information and Broadcasting have jointly participated in the Cannes Film Festival & Market; International Film Festival of India Goa and Film Bazaar, Goa
- ▶ The Ministry of Tourism has also written letters to the Chief Ministers of various State Governments and Chief Ministers/Administrators of various UT administrations, to recognize the potential of film tourism and constitute special bodies/cells to facilitate filming in the states/union territories
- ▶ The Ministry of Tourism has instituted a National Tourism Award in 2012 "Most Film Promotion Friendly State/ Union Territory" to encourage the state governments and union territories to facilitate filming in their state/union territory
- ▶ The Government of India has also approved execution/ executed of Memorandum of Understanding with countries such as Romania and Bulgaria to foster bilateral cooperation through film tourism for promoting the two countries as attractive tourism destinations¹⁴
- ▶ In addition to the measures highlighted above in the Interim Budget for 2019-20 passed in the Lok Sabha, Union Minister Piyush Goyal announced implementation of anti-camcording provisions in the Cinematograph Act to control the menace of piracy
- ▶ Service Exports from India Scheme (SEIS) aims to promote export of services from India by providing duty scrip credit for eligible exports. This has been Introduced via Foreign Trade Policy 2015-2020 and regulated by

13. Potential for film tourism in the Country - Press Release by Government of India 14 February 2014

14. <https://blog.sconline.com/post/2018/11/01/mou-between-india-and-romania-in-the-field-of-tourism-approved/>

Directorate General of Foreign Trade (DGFT). Duty credit scrip of 3%/ 5%/7% of Net Foreign Exchange earnings (NFE), i.e., export earnings less import expenses incurred in relation to earning export revenue in forex for notified services. Currently, Motion picture and video tape production and distribution service is eligible for 7%. Such scrips can be used to pay basic customs duty or scrips can be freely transferred in the open market

- ▶ Further, international treaties have been signed for co-creation of content and collaboration by India with many countries. Co-production of an Indian film with an international party means that Indian producer can access international funds and can collaborate on the script, talent and distribution at international level. This also enables a common pool of creative, artistic, technical, financial and marketing resources of the two countries. The co-produced films are also eligible for their participation as domestic productions in film festivals of both the countries and any other incentives which are available for carrying out production and post-production work in any of the countries
- ▶ Currently international treaties have been signed by India with many countries but not limited to:
 - ▶ Bangladesh
 - ▶ Brazil
 - ▶ Canada
 - ▶ China
 - ▶ France
 - ▶ Germany
 - ▶ Italy
 - ▶ Republic of Korea
 - ▶ New Zealand
 - ▶ Poland
 - ▶ Spain
 - ▶ UK and Northern Ireland
 - ▶ Israel

Current initiatives taken by state government

Every state in India is diverse not only by its culture, but also by the rewards it offers to film producers. Several Indian states have various incentive schemes to attract filmmakers for film production. Acknowledging the enormous impact of cinema on choice of travel destinations worldwide, Indian states have been actively redesigning their respective tourism policies to promote more and more film tourism. There have been quite a few initiatives to promote regional and Bollywood movies, also encouraging international film fraternity to look for exotic locations in various states of India.

Uttar Pradesh¹⁵

Introduction

Uttar Pradesh is the rainbow land where the multi-hued Indian culture has blossomed from times immemorial. Blessed with a variety of geographical land and many cultural diversities, Uttar Pradesh, has been the area of activity of historical heroes. Rich and tranquil expanses of meadows, perennial rivers, dense forests and fertile soil of Uttar Pradesh have contributed numerous golden chapters to the glory of Indian History. Dotted with various holy shrines and pilgrim places, full of joyous festivals, it plays an important role in the politics, education, culture, industry, agriculture and tourism of India.

The Uttar Pradesh government has developed a Film Policy 2018 with the sole aim of projecting the cultural, mythological, historical heritage and glorious traditions not only within the country, but also abroad through widespread publicity. For ensuring availability of all the film production related facilities under a single roof, the Film Bandhu, Uttar Pradesh has been constituted as a nodal agency. The Film Bandhu works in the direction of developing Uttar Pradesh as a hub of film production by generating a friendly climate and promoting film related activities in Uttar Pradesh.

15. Uttar Pradesh Film Policy 2018

Initiatives taken by state for simplification of film production

- ▶ Single Table System has been implemented for the successful implementation of film policy and to provide better facilities to the people associated with films
- ▶ Setting up of state level Film Development Council for discussing long term strategies to attract investments for the films and monitor the implementation of film policy
- ▶ Setting up of State Film Division to provide easy, simplified and timely certification facility for films, especially regional films
- ▶ Security arrangements for film production
 - ▶ The film makers would be provided free security arrangements for shooting their films in UP, but they would have to inform the local officers three weeks before their schedule, so that necessary arrangements could be made
 - ▶ A Film Shooting Wing would be set up under police department provide VIP security to film makers. Appropriate number of police force to be arranged. Additional police force on payment of fixed rate available

Initiatives taken by state for incentivizing film production

- ▶ **Film incentives**
The most attractive scheme of the Uttar Pradesh government had been the financial subsidy provided to filmmakers who shoot in the state
- ▶ **Eligibility:**
50% of total shooting days are in Uttar Pradesh
- ▶ **Incentive/Benefits**
 - ▶ Cash rebate for Awadhi, Braj, Bundeli and Bhojpuri Films - 50% of eligible cost
 - ▶ Cash rebate for Hindi and English Films - 25% of eligible cost

Maximum subsidy of INR1 crore for film shot for more than half of its shooting days in Uttar Pradesh, INR2 crore for film shot for more than two-third of its shooting days in Uttar Pradesh.

▶ Additional subsidy is granted where:

- ▶ Five main artistes hail from Uttar Pradesh - lesser of actual wages or INR 25 lakhs
- ▶ All artistes hail from Uttar Pradesh - lesser of actual wages or INR 50 lakhs
- ▶ Processing of film in Uttar Pradesh - lesser of 50% of processing cost or INR 50 lakhs
- ▶ Subsidy of 50% of cost for establishing a film training institute or INR50 lakh (lesser)
- ▶ Enhanced subsidy to be given to subsequent films produced as per the policy captured in the table below

Detail of film	Status of film shooting in the state	Maximum amount of subsidy given to the next film produced by national/ international award-winning producer/ director	Maximum amount of subsidy (others)
Second film in the state	On shooting the film for half of its total shooting days	INR1.75 crore only	INR 1.25 crore only
	On shooting the film for the two-third of its total shooting days	INR 2.25 crore only	INR 2.25 crore only
Third or successive film in the state	On shooting the film for half of its total shooting days	INR 2.25 crore only	INR 1.50 crore only
	On shooting the film for the two-third of its total shooting days	INR 3.25 crore only	INR 2.50 crore only

- ▶ Apart from providing financial aid to filmmakers, the film policy also aims at making provision of state-owned guest houses, rest houses and hotels for filmmakers during shooting in the state
- ▶ Filmmakers, after requisite permissions and nominal fees will also be able to make use of government airstrips, if the story demands so

Initiatives taken by state for promotion of films

▶ **Infrastructure for shooting/film production**

In the past, Uttar Pradesh government had established Noida Film City, which gradually turned into a major hub for shooting of TV serials in northern India. Efforts to develop film production facilities at places nearby Lucknow and Varanasi as well as other suitable places, besides Noida, to develop the state as a focal point of film production.

▶ **Studios/Labs**

Until and unless fully functional film industry is established in the state, the establishment of studios and labs will be promoted by the state government. The state government institution to provide credit facilities and regional films to be linked with the scheme of providing subsidy under this film policy.

▶ **Equipment**

Till the fully functional film city/cities are not established and local film industry is not properly developed, the state government will make available to the film makers the equipment available with various government departments like culture, information and education hire basis.

The current availability of equipment will be augmented as per the requirement of film producers. The Film Bandhu will act as a nodal agency for this purpose and set up a pool of equipment's as its level. For ensuring availability of equipment's, the Film Bandhu will also create a pool in private sector, besides that of government departments.

▶ **Development of Shooting Locales**

The tourism department on a regular basis to identify and develop the places having abundant backdrop of natural beauty, enriched cultural traditions and historical monuments in the state for outdoor shooting, besides ensuring their wide publicity through transparencies, short films, brochures and other publicity material. Special emphasis will be laid on motivating the private sector for setting up of hotels, motels, restaurants and camping facilities at these locales.

▶ **Lodging facility for film units**

The units doing outdoor shooting in the state will be given 25% concession in room rent on their stay in hotels/motels of the UP State Tourism Development Corporation, while their stay on guest houses/rest houses of the PWD, Forest Department, Irrigation Department and Government Estate Department will be on regular payment basis.

▶ **Organization of film festival once a year**

▶ **Distribution of awards**

Government to institute Annual Film award to honor persons related with top quality film making. Producers and director of the film will be each given prize of INR2.50 lakh.

▶ **Support to film societies**

To encourage the activities of film societies, serious and activities societies registered with the Film Society of India to be provided an aid of INR5000 annually.

Contact details

Name: All District Magistrates, District Magistrate, Film Bandhu Uttar Pradesh

Tel: 0522-2239132

Email: filmbandhup@gmail.com

State Website: <http://filmbandhuup.gov.in/>, <http://www.up.gov.in/>

Prominent shoots

- ▶ Movies: Badhai Ho, Shaadi mein zaroor aana, Toilet - Ek Prem Katha, Bullet Raja, Jolly LLB 2, Tevar, Raanjhana
- ▶ Documentaries - Katiyabaaz, Faith Connections
- ▶ TV Serials: Gangaa, Sangam, Choti Bahu, Piya Rangrez

Gujarat¹⁶

Introduction

Crowned the Most Film-Friendly State in the 2015 National Films Awards, Gujarat is a truly friendly state for filmmakers and cinematic tourism. As in the other sectors of the state, the movie and the entertainment industry can benefit from the fabled ease of doing business in Gujarat. Blessed with diverse choices of great locations including spectacular geographical, archeological and royal sites, Gujarat is a treasure trove for the filmmakers of every hue and an ideal destination for cinematic tourism.

The efficient facilitation for shooting and producing films in the state is an irresistible attraction. Gujarat's single-window clearance facility, presence of a dedicated web portal, international promotions, database of product facilities and hotels and emergency services considerably streamline the otherwise cumbersome process of film making. It's worth mentioning that Toran, the Tourism Corporation of Gujarat Limited (TCGL) - owned hotels even give substantial rebates for film crew accommodation. Add to that, the proactive and friendly approach of the state government as well as the warmth of people of Gujarat and the filmmakers have got a perfect shot in Gujarat! Below are provided the incentives/ subsidies provided by the Gujarat state government for Gujarati films.

Initiatives taken by state for simplification of film production

- ▶ **Quick clearances**
Shooting approval is swiftly given by respective authorities. If decision on shooting application is not taken in seven days, permission will be deemed to have been granted. Single Window Clearance for film shooting has been introduced.
- ▶ **Adequate security**
Free police arrangement is offered at open areas and public places. Local security clearances from police commissioner/district police is granted within seven days. Permission will be deemed to have been granted if decision remains pending after seven days.
- ▶ **Assistance from TCGL Film Shooting Cell**
TCGL film cells at Gandhinagar and Mumbai will coordinate, facilitate and carry out marketing activities for film shootings in Gujarat.
- ▶ **Consultant for hire**
Producers can avail services of a consultant from the Film Cell to act as their liaison during shootings.

Initiatives taken by state for incentivizing film production

- ▶ **50% Off on accommodation**
Film producers and their crew will have priority booking privilege and fifty percent rebate over the prevailing rates of rooms at government owned Toran hotels across Gujarat.
- ▶ Assistance up to INR50 lakh, and incentives up to INR5 crore for securing awards for Gujarati films
- ▶ **Eligibility:**
 - ▶ Films will need to be captured in 35 mm, 2k resolution/ Higher Format with 5.1 Digital Surround Sound (Dolly Digital/ Dolly SR/DTS/DTSE) or upgraded technology
 - ▶ Minimum running time is 100 minutes
 - ▶ Dubbed, copied, mixed, blow up films will not qualify
 - ▶ Films that violate copyright will not qualify for assistance
 - ▶ Films with CBFC "A" certificate will not qualify for assistance
- ▶ **Incentives:**
 - ▶ Up to INR50 lakh assistances to Gujarati films
 - ▶ As per the policy, Gujarati films will be examined by 10 member created Film Screening Committee which will have 10 members based on a point system of grading, Gujarati films will be divided into four categories such as A, B, C and D to allocate assistance amount
 - ▶ Grade A- INR50 lakh or 75% of COP (Cost of Production) whichever is lesser
 - ▶ Grade B - INR25 lakh or 75% of COP whichever is lesser
 - ▶ Grade C - INR10 lakh or 75% of COP whichever is lesser
 - ▶ Grade D - INR5 lakh or 75% of COP whichever is lesser
 - ▶ Children film and women empowerment related film shall be given additional 25% financial assistance
 - ▶ Further assistance in range of INR2 crores to INR5 crores will be granted to Gujarati films that win awards at international stage

16. Gujarat Cinematic Tourism Brochure - Vibrant Gujarat 2017

- ▶ Gujarati films that receive Government of India's "Rajat Kamal" award shall be given INR1 crore reward
- ▶ Incentives on offer for winning an Oscar and other shortlisted prominent international film festivals
- ▶ 100% tax exemption to Gujarati films

Initiatives taken by state for promotion of films

▶ **Events**

- ▶ Gujarat International Film Festival
- ▶ International Gujarati Film Festival
- ▶ Gujarat International Short Film Festival

To boost cinematic tourism in the state, a seminar (Cinematic Tourism - The Way Forward) was organized in the month of August 2016 in Gandhinagar, to interact with the main line and the regional fraternity across India, to invite them and make them aware about friendly environment along with government's support for film shooting in the Gujarat. This was one of the biggest event for cinematic tourism in which the Hon'ble Gujarat Governor Shri O. P. Kohli, Col. Rajyavardhan Singh Rathore, Minister of State (I/C) for information and Broadcasting, Hon'ble Ministers of various states and other dignitaries from the film world were also present.

Contact details

Name: Khyati Nayak, Head Film Facilitation Cell, Gujarat Tourism

Tel: 079-23977200

Email: cinematic@gujarattourism.com

State Website: <https://www.gujarattourism.com/film-tourism>

Prominent shoots

- ▶ Movies: Loveyatri, Grand Masti, Prem Ratan Dhan Paayo, Dabangg 2, Krish 3, Piku, Sahib, Biwi Aur Gangster, Singham Returns
- ▶ TV Serials: Porus, Saraswatichandra, Chandramukhi, Ram Ranujawalo, Ek Mahal Ho Sapno Ka

Rajasthan¹⁷

Introduction

Rajasthan is not only one of the most popular tourist destinations in the world but also the most widely captured on cinema. Ranging from blockbusters with massive budgets to documentaries made on a shoestring budget, Rajasthan offers a vast range of locations and facilities for every kind of filmmaker and genre of cinema. In fact, it has been a favored location with both Indian and International filmmakers such as Christopher Nolan, Wes Anderson, Sanjay Leela Bhansali, Karan Johar and more!

Initiatives taken by state for simplification of film production

- ▶ To encourage shooting of films in Rajasthan, the state government has streamlined the process of granting speedy shooting permissions
- ▶ In 2013, the state government had issued Film Shooting Regulations for setting up a single-window clearance system under the tourism department to issue time-bound permission within 15 days of receiving the application
- ▶ In 2016, Film Shooting Regulation was amended, wherein different fees such as application, processing, security deposit, etc. were waived off
- ▶ The authorities concerned will have to reply within four days if no reply is received it will be assumed that they have given their consent
- ▶ Under the Film Shooting Regulations (amended), the district collectors, superintendent of police and head of departments are the Nodal Officers to issue permissions within the prescribed time - they cannot delegate the responsibility
- ▶ As per a recent news article¹⁸, the government is working on developing online integrated application form containing requirements for all departments, collector and police. In addition, various other initiatives are being planned to simplify the process such as a declaration form instead of undertaking on stamp paper, delivery of permission to government authorities concerned through e-mail, waiver of fees by different departments, etc.

17. <http://www.tourism.rajasthan.gov.in/film-tourism.html>, Rajasthan Film Shooting Amendment Regulations 2016, OTM report on promoting Film tourism in India, 2019

18. <https://www.hindustantimes.com/jaipur/rajasthan-plans-single-window-to-clear-film-shoot-requests/story-Vr5soYKHCI05lvXjW7OrvM.html>

Initiatives taken by state for incentivizing film production

- ▶ Incentives in Rajasthan are granted under Rajasthan Film Shooting (Amendment) Regulations, 2016
- ▶ Films that are 75% shot in Rajasthan and have been given "U" certificates, will get a 100% exemption from entertainment tax for one year
- ▶ New cinema halls and drive-in theatres have been exempted from entertainment tax for three years - 75% in the first year, 50% in the second year and 25% in the third year
- ▶ Grants to Rajasthani Films shot in Rajasthan to boost a dying Rajasthani film industry. INR10 lakh incentives would be given to the "U" certificate films and INR5 lakh incentive to "U/A" certificate films
- ▶ State government has waived of processing charges (INR15,000/- day), security deposit (INR0.50 million per week) and application charges (INR1,000)

Initiatives taken by state for promotion of films

- ▶ Film events and festivals
 - ▶ Rajasthan Film Festival (RFF)
 - ▶ Rajasthan International Film Festival
 - ▶ Jaipur International Film Festival

Contact details

Name: Pradeep Kumar Borar, Director, Tourism Department of Tourism, Govt. of Rajasthan

Tel: 0141-5155100

Email: cotraj@gmail.com, cot-dot@rajasthan.gov.in

State Website: <http://www.tourism.rajasthan.gov.in/film-tourism.html>

Prominent shoots

- ▶ Movies: Badrinath Ki Dulhania, Bajrangi Bhaijaan, Yeh Jawaani Hai Deewani, Bajirao Mastani, Delhi 6, Rang de Basanti, Shuddh Desi Romance, The Dark Knight Rises
- ▶ Ad Films: Fevicol, Centre Fresh Chlormint Ice, Maruti Service Station, Siyarams
- ▶ TV Serials: Balika Vadhu, Beend Banoongaa Ghodi Chadhunga, Bharat Ka Veer Putra - Maharana Pratap, Chhoti Anandi, Saat Phere: Saloni Ka Safar



Delhi¹⁹

Introduction

Delhi, the capital of world's largest democracy, is a city that bridges two contrasting worlds. While Old Delhi is a labyrinth of mysterious narrow lanes, haveli's and majestic mosques, the imperial city of New Delhi is composed of spacious, tree-lined avenues and imposing government buildings. Delhi has been a part of films for a long time now. Its scenic beauty, picturesque locations and historical monuments form interesting backdrop for movies. Several known filmmakers have either been shooting for their projects or are scouting for locations in Delhi, as the city offers myriad choices at a cheaper cost. Just around seven to eight years back, only one or two films were being shot in Delhi every year, but ever since the support system has improved, the numbers have gone up to over 30 films. With the availability of new talent, lower production cost, international connectivity, the metro and better infrastructure, Delhi has much to offer.

Initiatives taken by state for simplification of film production

- ▶ Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC) is in process of introducing "Single Window Clearance" for filming facility, i.e., all legal formalities related to shooting in the city can be done by visiting one government office
- ▶ Several steps are being taken to introduce a smooth system for granting permission to film producers, to provide them consolidated information on guidelines issued by various Departments of Delhi and Ministries of the Government and to make film shooting a hassle-free experience

Initiatives taken by state for promotion of films

- ▶ State has also made a film manual with details of filming locations, etc.
- ▶ *Film events and festival*
 - ▶ National School of Drama's Summer Theatre Festival
 - ▶ Delhi International Arts Festival
 - ▶ Osian's Cinefan Festival of Asian and Arab Cinema
 - ▶ Cinemala Film Festival

Delhi International Film Festival (DIFF) is an international film festival, which aims at understanding the science, art and emotion behind cinema, reaching out to the audiences far and wide and promoting Indian cinema, art and culture. The festival offers premier showcase opportunity for talented film makers and artists, celebrates avant-garde cinema, felicitates masters and achievers from all walks of life and brings countries closer by building bridges to enable cross cultural exchanges, social understanding and creative ideation.

The 7th Edition of the DIFF held between 14-18 October 2018, was hugely successful with 194 films from 56 countries being screened and about 100 works of art displayed at the art show. This year the festival shall be held between 2-7 December 2019 in Central Park and NDMC Convention Centre, Connaught Place.

Contact details

Name: Mr. Sudhir Sobti Chief Manager (Public Relations, Film Facilitation & Publicity), Delhi Tourism & Transportation Development Corporation Ltd.

Tel: 9810422633

Email: sudhirdelhitourism@gmail.com

State Website: <http://www.delhitourism.gov.in/delhitourism/index.jsp>

Prominent shoots

- ▶ Movies: Sui Dhaga, Badhaai Ho, Aisha, Veere Di Wedding, Dangal, Sultan, Rang De Basanti, Delhi Belly, Oye Lucky Lucky Oye, etc.

19. http://www.delhitourism.gov.in/delhitourism/dtt/dc/Film_Shooting_Facilitation.jsp

Odisha²⁰

Introduction

Tourism in Odisha is one of the main contributors to the economy of Odisha, with a 500 km long coastline, towering mountains, serene lakes and frolicking rivers. Odisha possesses various tourists' attractions, ranging from wildlife reserves, beaches, temples, monuments and festivals. Odisha has been used mostly by regional film makers and its potential to become an international film shooting destination has not been explored until recently.

Odisha cabinet has recently cleared a film policy (the Policy) for the period up to 31 March 2022. The objective of the policy is to promote quality Odia films, facilitate film tourism in the state, establish Odisha as a destination for film shooting and improve the screen density in Odisha.

Initiatives taken by state for simplification of film production

Single window clearance

- ▶ As per the Policy, a Single Window Committee shall be constituted, which shall be headed by the Managing Director (MD), Odisha Film Development Corporation (OFDC), which shall:
 - ▶ Give approvals for film shooting in Odisha
 - ▶ Facilitate coordination with State/Union government bodies such as Airport Authority of India, Archaeological Survey of India, etc. for approvals as required
- ▶ Single window committee shall have the following structure:
 - ▶ Managing Director, Odisha Film Development Corporation (Chairman)
 - ▶ Joint Secretary or above rank officers from following departments of government of Odisha:
 - a) Forest and Environment
 - b) Home
 - c) Housing and Urban Development
 - d) Information and Public Relations
 - e) Odia Language Literature & Culture
 - f) Tourism
 - ▶ Additional District Magistrate or above rank officers from concerned districts
 - ▶ Additional Director or above level officers from other institutions as required (such as Archaeological Survey of India, Airport Authority of India, defence establishments, etc.)
 - ▶ Joint Secretary or above rank officers from any other concerned departments as required



20. <https://mio.investodisha.gov.in/>, OTM report on promoting Film tourism in India, 2019, <https://www.dailypioneer.com/2017/state-editions/odishas-disney-world-to-come-up-in-chilika.html>

Initiatives taken by state for incentivizing film production

Eligibility

The incentives through the Policy shall only be given for preparation of films meeting the following minimum eligibility criteria:

- ▶ Films shot with 4K or higher resolution with Dolby Digital 5.1 (or advanced) surround sound
- ▶ Minimum 90 minutes running time
- ▶ Certified U or U/A by Central Board of Film Certification (CBFC)

Incentive scheme

- ▶ First film

To encourage filmmakers to shoot in Odisha, a subsidy of 25% of the total cost of the film shall be provided as follows:

Genre of film	Conditions	Limit of subsidy
English/ Hindi/ international/ other language films	Minimum 5% of screen time promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 1.25 crore
	Minimum 10% of screen time promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 2.5 crore
Odia films which convey aesthetic excellence, high technical standards and social relevance	At least 50% of total shooting days of the film should be in Odisha	INR 1.25 crore
	At least 90% of total shooting days of the film should be in Odisha	INR 2.5 crore

- ▶ Subsequent films

Subsequent films by the same producer meeting the above criteria shall be provided with the following quantum of subsidies

Number of films	Conditions	Quantum of subsidy
Second film	English, Hindi, international, other language films which have a minimum of 5% of the screen time promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 1.5 crore
	English, Hindi, international, other language films which have a minimum of 10% of the screen time promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 3 crore
	Odia films with at least 50% of the total shooting days in Odisha, limited to the following amount	INR 1.5 crore
	Odia films with at least 90% of the total shooting days in Odisha, limited to the following amount	INR 3 crore

Number of films	Conditions	Quantum of subsidy
Third film	English, Hindi, international, other language films which have a minimum of 5% of the screen time promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 2 crore
	English, Hindi, international, other language films which have a minimum of 10% of the screen time 'promoting Odisha, its culture, heritage, tourist destinations, etc.	INR 4 crore
	Odia films with at least 50% of the total shooting days in Odisha, limited to the following amount	INR 2 crore
	Odia films with at least 90% of the total shooting days in Odisha, limited to the following amount	INR 4 crore

► Assistance to first three big budget films

The state government shall provide an assistance of INR 10 crore to filmmakers, for the first three Hindi or international language films meeting the following criteria:

- Minimum of 10% of the screen time should promote Odisha, its culture, heritage, tourist destinations, etc.
- Budget of the film needs to be a minimum of INR 50 crore
- Film needs to have an Odisha specific context, in terms of promotion of Odisha or its culture or heritage or tourist destinations, etc.

► Concessions on stay for shooting in Odisha

Odisha Tourism Development Corporation (OTDC) properties, government guest houses, forest guest houses, circuit house, etc. would be rented at official rates to film makers shooting in Odisha. 75% of actual expenditure in accommodation at OTDC properties shall be reimbursed, subject to a ceiling of INR 10 lakh.

Initiatives taken by state for promotion of films

► ***Development of film city and Kalinga studio***

► ***Film city***

The following assistance shall be provided by the government of Odisha to promote development of Film City(ies), which are proposed to be setup on a minimum of 25 acres of land in the state:

- Government land shall be provided at industrial land rates
- External infrastructure may be provided by the government
- Up to 30% of the land will be allowed to be used for development of tourism units

► ***Kalinga studio***

The Kalinga Studio complex was setup by the Odisha Film Development Corporation (OFDC) on 5 May 1982. The complex is one of the most integrated units of its kind in eastern India. Steps shall be taken to develop the Kalinga studio with world class infrastructure.

► ***Training and scholarship***

To facilitate quality training of the youth, a one-time scholarship of INR 25,000 shall be provided to:

- Students from the state receiving training at -
 - Indian Film and Television Institute of India, Pune
 - Satyajit Ray Film and Television Institute, Kolkata
- Top five students (on merit basis) in each course at Biju Patnaik Film and Television Institute of Odisha (BPFTIO), on admission

► ***Strengthening of Biju Patnaik Film and Television Institute of Odisha (BPFTIO)***

To strengthen the Biju Patnaik Film and Television Institute of Odisha (BPFTIO), the following initiatives will be taken up:

- The institute shall be upgraded to a degree level institution
- New courses shall be introduced on subjects of

direction, acting, script writing and screenplay writing

- ▶ An incubation center for animation and computer graphics based film making shall be developed at the institute
- ▶ **International film festival**
For promotion of films from Odisha, an international film festival shall be organized at Bhubaneswar each year. Familiarization tours shall be organized for line producers from across the globe during the film festival.
- ▶ **Dedicated website for promotion of film sector**
A dedicated website shall be developed with high-quality audio-visual information on destinations for film shooting, talent pool availability, details of production and post production facilities in Odisha.
- ▶ **Awards and recognitions**
Odia films shall be encouraged through annual awards as per the Odisha State Award Film Rules 2010 and its amendments.
- ▶ **Film archive and library**
The existing film archive shall be upgraded and necessary steps shall be taken to acquire prints, manuscripts, etc. of all Odia films for preservation. A film library will be setup by the government of Odisha.

Contact details

<https://mio.investodisha.gov.in/>

Prominent shoots

- ▶ Movies: Bheegi Palkein, Kaun Kitne Paani Mein, Aadi Mimansa, Gour Hari Dastaan, Budhia Singh: Born to Run
- ▶ TV Serials: Tapasya, Ama Ghara Laxmi, Badhu

Maharashtra²¹

Introduction

Maharashtra has a very rich cultural heritage, which has been sustained over the centuries by waves of settlers. There is much diversity in the state's geography, biology, communities and customs. Mumbai is like the ancestral home which Bollywood visits every now and then. Despite numerous movies capturing the iconic locales of the City of Dreams, Bollywood just can't get enough of it.

Maharashtra Tourism Development Board (MTDC) is greatly stressing on showcasing the destination through the film sector. Scenes from hit movies will be used to brand and promote locations where the film scenes were shot, to create an easy connect in the minds of the public.

Initiatives taken by state for simplification of film production

- ▶ The government of Maharashtra has implemented a Single Window Facilitation Cell (the Cell) as an agency to facilitate all film shooting approvals in an integrated manner from a single location. Film shooting will cover feature film, commercials, TV serials, documentaries, short films, music album, corporate films, etc. The Cell aims to provide single interface for the producers for the complex, multi-agency organizational arrangements
- ▶ Creation of the Film Tourism Promotion Council under the aegis of Maharashtra Tourism

Initiatives taken by state for incentivizing film production

- ▶ **Incentive for Marathi Films**
Government of Maharashtra has started a scheme to provide financial assistance to Marathi film producers as incentive to produce quality Marathi Films in the year 1997.
- ▶ **Eligibility:**
 - ▶ Available for Marathi Films having U/A certificate
 - ▶ Membership Certificate under Akhil Bhartiya Marathi Chitrapat Mandal
 - ▶ Films to be scrutinized by the film Screening committee and awarded category A & B

21. OTM report on promoting Film tourism in India, 2019, <http://www.filmcitymumbai.org/>

► **Incentive:**

- Marathi Films graded A category- INR50 lakh
- Marathi Films graded B category- INR40 lakh

► **Other points:**

- The film which are found to be not in either A or B Category will not be eligible for any assistance
- The Department of Tourism will decide the additional incentives basis on total number of dates allotted to shooting and canning of the film in Maharashtra

Initiatives taken by state for promotion of films

- A ready to shoot, pollution free infrastructure in the form of Dadasaheb Phalke Chitranagri Film city, Mumbai has been developed to give momentum to film makers
- Film City is an integrated film studio complex situated at Goregaon, Mumbai having several recording rooms, gardens, lakes, theatres and grounds that serve as the venue of many Bollywood film shootings with over 40 shooting locations. It built by the state government to provide facilities and concessions to the film industry and matches international requirements
- Online portal for information on locations
- Organize familiarization tours for major production houses in India and across the globe for key tourist destinations in Maharashtra
- Marketing support for shooting locations in global film festival

- Promote Maharashtra as an ideal destination for film shootings and gain from tourist influx by being the venue / location of popular domestic and international cinema

Film events and festivals

- Mumbai Academy of the Moving Image (MAMI) Mumbai Film Festival
- Mumbai International Film Festival (MIFF)
- The Maharashtra Short Film Festival
- Pune International Film Festival, etc.

Contact details

Name: Mukesh Bhardwaj, Manager - Single Window Facilitation Cell Maharashtra Film, Stage & Cultural Development Corporation Ltd.

Tel: 022-28497550

Email: singlewindowfacilitationcell@gmail.com

State Website: <https://www.maharashtra.gov.in/1125/Home>, <http://www.filmcitymumbai.org/>

Prominent shoots

- Movies: Sanju, Padmavat, Bazaar, Satyamev Jayate, Baaghi 2, Tumbbad, Andhadhun, Agneepath, Sairat, Lunchbox, Million Dollar Arm, Slumdog Millionaire, A Mighty Heart, Mission Impossible 4, Outsourced
- TV Serials: Nazar, Naagin, Chanakya, India's Got Talent, Mahabharat, Comedy Nights with Kapil, Tarak Mehta ka Ulta Chasma, Yeh Rishta Kya Kehlata Hai, Kaun Banega Crorepati



Kerala²²

Introduction

Kerala, popularly called god's own country, is one of the major tourist attractions located in the southern tip of India. The pride of Kerala are its gorgeous and exotic beaches, breathtaking hill stations, backwaters, enchanting waterfalls, beautiful lagoons, meandering rivers and amazing natural scenarios. These colors have made Kerala as a land of beauty and paradise on earth. The houseboats are the most common preference of the tourist to enjoy the beautiful lakes and back waters of Kerala. The Idukki dam is the first Indian arch dam on Periyar river in Kerala and the largest arch dam in Asia. Some of the best beaches in Kerala are Kovalam, Cherai, Varkala, Kappad, Muzhappilangad and Bekal. Other attractions are Vembanad Lake (India's longest lake), Sasthamkotta lake and Cheruthoni Dam.

Initiatives taken by state for simplification of film production

- ▶ Fiscal incentive to regional films to full length feature film, children's films and documentary film produced in Kerala under Film Policy
- ▶ Films produced completely in the state of Kerala utilizing the facilities available with KSFDC (Kerala State Film Development Corporation) (short, processed, recorded, re-recorded edited, printed or mastered) quantum of subsidy will be as follows:
 - ▶ Feature films - INR 5 lakhs
 - ▶ Children's films - INR 3.75 lakhs
- ▶ Films produced (shot, processed, recorded, re-recorded, edited, printed or mastered) in the state of Kerala but not utilizing only the facilities available with the KSFDC and Chithranjali Studio the rates of subsidy admissible shall be as follows:
 - ▶ Feature films - INR 1,87,500
 - ▶ Children's films - INR 2,50,000
- ▶ Government may also relax the rule regarding the condition stipulated for shooting the film completely in Kerala state if they are satisfied that it was absolutely necessary to have a portion of the film shot outside the state of Kerala. The final length of the portion of the film so shot outside Kerala should not exceed 10% of the total length of the Film

- ▶ The documentary/short films produced in Kerala using the entire facilities of Chithranjali Studio which won:
 - ▶ The state award as best documentary/short films will be given INR1 lakh as subsidy
 - ▶ The national, international award for the best documentary/short films will be given INR2 lakhs as subsidy
- ▶ The Malayalam Feature produced in Kerala utilizing the entire facilities of Chithranjali Studio may be given INR6 lakh as subsidy
- ▶ The quantum of subsidy for Malayalam feature films/ children's films (for both 35 mm and digital formats) produced completely in the state of Kerala and which win first best and second awards at state, national, international festivals will be INR6 lakh and INR5 lakh respectively

Initiatives taken by state for promotion of films

- ▶ Kerala also has the Chithranjali Studio under Kerala State Film Development Corporation under government of Kerala with 70 acres of land located primely near Kovalam Beach and other tourist locations
- ▶ The studio has state of the art pre-production, production and post-production facilities with all facilities for film production- cameras, outdoor units, lights, laboratory, non-linear editing suites, dubbing studios, DTS mixing facilities, shooting floors, various sets and natural environments. Information about line producers, availability of local artists, post production facilities, equipment and logistics supply, availability of trained film technicians, etc. can be availed from this facility
- ▶ Another film studio is the Kalabhavan Digital Studio, in Thiruvananthapuram, is a division of Chithranjali Studio offering production facilities for TV programs. It has Sony DSR 400 cameras, non-linear edit suites and a sound recording studio. Chithranjali Studio has, over the years, provided facilities and human resources for some of the finest movies made in Malayalam. Many of them have won national and international awards as well. It has been the birth place of many films in other languages too
- ▶ Film events and festivals
 - ▶ International Film Festival of Kerala
 - ▶ Orma Film Festival
 - ▶ SIGNS Film Festival

22. <http://www.ksfdc.in/html/filmsubsidy.php>, www.ksfdc.in/html/packages_schemes.php, www.chithranjali.in/subsidy.aspx

Contact details

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Prominent shoots

▶ Movies: Guru, Chennai Express, Bombay, Raavan, Life of Pie

▶ TV Serials: Bharya, Big Boss Malayalam, Comedy Stars



Assam²³

Introduction

The land of blue hills and red rivers, Assam is the gateway to the north-eastern states and has been aptly described as the Sentinel of Northeast India.

Surrounded by hills, crisscrossed by major rivers such as the mighty Brahmaputra, Barak and their tributaries, roaring waterfalls, thick and dark forests, heavy rains during monsoon, innumerable varieties of flora and fauna, mysterious clouds, melodious folk music, thrilling dances and festivals, variety of many delicious dishes, hand looms and handicrafts and above all its green landscape used to attract people from different parts of the world since time immemorial.

The state government of Assam on 19 October 2017 launched a new tourism policy- Tourism Policy of Assam 2017 (the policy), with the aim of increasing tourist inflow in the state two to three folds within the next five years. The new tourism policy effective from January 2018 and valid for five years offers major subsidies to those investing in the tourism sector. Incentives and subsidies to promote Assam Tourism under its brand new Awesome Assam campaign had been launched wherein Indian actress Priyanka Chopra was engaged as the brand ambassador.

The state government is also drafting a new film policy for the regional films of Assam.

Initiatives taken by state for simplification of film production

Under the policy, film tourism has been promoted by developing single window clearances and providing incentive to film makers. A single window clearance system to film makers, serial producers, documentary makers, etc. has been ensured through tourism website to facilitate fast track clearance of all required approvals/ permissions for film shooting in Assam. A special incentive package in the form of logistic support within Assam has been provided to the film producers to kick start their arrivals.

Initiatives taken by state for incentivizing film production

- ▶ Fiscal incentive to regional films under the current Assam State Film Policy 2016, financial assistance of minimum 30% for production of Assamese and local language films as per film grades (Category A films - INR 40 Lakh and Category B films - INR 30 Lakh)
- ▶ *Loan scheme for film production*
Financial support to produce films on a public private partnership mode where the Assam State Film Finance and Development Corporation Ltd. (ASFFDC) would invest 60% and a private producer would invest 40%.
- ▶ *Film incentive under Tourism Policy of Assam 2017:*
 - ▶ Eligibility
 - ▶ Cinema makers should produce minimum five feature films with country wide audience in Hindi/ English/ any foreign language
 - ▶ Minimum 25% of the entire shooting of the feature film should be in Assam
 - ▶ At least 25% of cast and crew should be from Assam
 - ▶ Should get a U or UA certificate from censor board
 - ▶ Incentives/ Benefits
 - ▶ Cash grant amounting to 25% of the Qualified Production Expenditure (QPE) or INR1 Crore (lower). Number of films to be covered will depend on budgetary provision for the year
 - ▶ Additional grant of 10% shall be added on QPE, if the film's storyline is on Assam's culture/tourism/ heritage
 - ▶ Additional grant 10 % shall be added on QPE, for shooting more than 50% of the entire shooting in Assam
 - ▶ Producers who have produced minimum 10 films in Hindi/English/Foreign language will be provided free accommodation and transport for their important cast during the period of stay for shooting of films in Assam

23. Assam Tourism Policy 2017, Assam Film Policy 2016

Initiatives taken by state for promotion of films

- ▶ Assam Tourism to organize regional, national and international film festivals in suitable tourist destinations to promote film tourism, with the assistance of cultural affairs department
- ▶ Motivate reputed filmmakers of Hindi / English / other foreign languages for film shooting in Assam through attractive incentives
- ▶ Support of ASFFDC artist development fund
- ▶ Film events and festivals
 - ▶ Brahmaputra Valley Film Festival
 - ▶ CineASA Guwahati International Film Festival
 - ▶ Assam State Film Awards
 - ▶ Prag Cine Awards - North East

Contact details

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Prominent shoots

- ▶ Movies: Rangoon, Koyla, Daman, Aisa Yeh Jahaan, Village Rockstar, Ek Pal, Jagga Jasoos
- ▶ Documentaries - Xopun, Tales from our childhood, The Living Culprit
- ▶ TV Serials - Doiboki, Damini, Ardhangini



Jharkhand²⁴

Introduction

Jharkhand is rightfully called the land of forests, with nearly one-third of its total area under forest cover.

The lush green forests, rivers and waterfalls of this primeval land are home to many kinds of spectacular flora and fauna. Age-old tribes are the main inhabit of this wonderful land, the state is also a hub of industry, commerce and education.

Initiatives taken by state for simplification of film production

- ▶ Single Table System has been implemented for the successful implementation of film policy and to provide better facilities to the people associated with films
- ▶ Setting up of state level Film Development Council for discussing long term strategies to attract investments for the films and monitor the implementation of film policy
- ▶ Setting up of state film unit to feature minor/ academic films made in Jharkhand in theatres and for implementation of film policy
- ▶ *Security arrangements for film production*
 - ▶ The film makers would be provided free security arrangements for shooting their films in Jharkhand, but they would have to inform the local officers three weeks before their schedule, so that necessary arrangements could be made
 - ▶ A film shooting wing would be set up under police department provide VIP security to film makers. Appropriate number of police force to be arranged. Additional police force on payment of fixed rate available

Initiatives taken by state for incentivizing film production

- ▶ *Film incentives*

The most attractive scheme of the Jharkhand government had been the financial subsidy provided to filmmakers who shoot in the state.

- ▶ *Eligibility:*
 - ▶ Minimum time duration of documentary- 30 minutes
 - ▶ Minimum time duration of feature film one hour
 - ▶ Administered by Jharkhand Film Development Corporation
- ▶ *Incentives/Benefits:*
 - ▶ Jharkhandi language films - maximum of 50% of the total costing
 - ▶ Films made in Hindi, Bangla, Oriya and other languages maximum 25% of the total costing
 - ▶ Maximum subsidy of INR1 crore for a film shot for more than 50% in Jharkhand, INR2 crore for film shot more than two-thirds in Jharkhand
- ▶ *Additional subsidy is granted where*
 - ▶ Five main artistes hail from Jharkhand- lesser of actual remuneration or INR 25 lakhs
 - ▶ All artistes hail from Jharkhand - lesser of actual remuneration or INR 50 lakhs
 - ▶ Processing of film in Jharkhand - lesser of 50% of processing cost or INR 50 lakhs
 - ▶ Investor opening Film training institute in big cities of Jharkhand - lesser of 50% of cost or INR 50 lakhs
 - ▶ Film promoting tourist places of the state, cultural theme/ legacy related theme in making of the film, which helps to form specific identity of the state outside the state, grant of INR50 lakh
 - ▶ Regional cinema made inside Jharkhand will be given hundred percent exemption from the entertainment tax for one-year period
 - ▶ The films, with at least 25% of scenes of final point shot in the state would be free from any entertainment tax within the state
- ▶ *Additional incentives for regional films*
 - ▶ Films shot more than 50% in state - six-month exemption from 50% entertainment tax
 - ▶ Films shot more than 70% in state - one year exemption from entertainment tax

24. Jharkhand Film Policy 2015

► **Film funding**

The funding of Jharkhand Films will be done by Jharkhand Film Development Corporation Ltd. The state will participate along with banks a united load for National Film Development Corporation, but this funding will only be valid for the films which will be shot more than 75% in Jharkhand so that image of state may improve

► *Enhanced subsidy shall be given to subsequent films produced by national/ international award-winning producer/ director as prescribed in the policy*

Detail of film	Status of film shooting in the state	Maximum amount of subsidy given to the next film produced by national/international award-winning producer/director	Maximum amount of subsidy (others)
Second film in the state	Half of the total days shot in the state	INR1.75 crore	INR1.25 crore
	Two-third days of shooting in the state	INR2.75 crore	INR2.25 crore
Third or successive film in the state	On shooting of Two-third among total shooting of a film	INR2.25 crore	INR1.50 crore
	On shooting of two-third among total shooting of a film	INR3.25 crore	INR2.50 crore
Fourth film of the state	On shooting of half days among total shooting of a film	INR2.50 crore	INR1.75 crore
	On shooting of two-third among total shooting of a film	INR3.50 crore	INR2 crores
Fifth film of the state	On shooting of half days among total shooting of the fifth film in the state and films made afterwards	INR2.75 crore	INR2.50 crore
	On shooting of two-third among total shooting of a film	INR3.75 crore	INR3 crores

Initiatives taken by state for promotion of films

- ▶ State government to develop Jharkhand Film Development Corporation
- ▶ Production of films on tourist locations and facilities, local fairs and festivals, flora and fauna, etc. will be encouraged to publicize the tourism potential of the state through television network and electronic media
- ▶ Apart from providing a proper platform for artists and film producers, the aim was to attract investment through film industry and generate employment opportunities
- ▶ The Jharkhand government is also planning to set-up a film city
- ▶ *Studios/Labs*
Until and unless fully functional film industry is established in the state, the establishment of studios and labs will be promoted by the state government. The state government institution to provide credit facilities and regional films to be linked with the scheme of providing subsidy under this film policy
- ▶ *Instruments*
The state government will lease out the instruments available with different departments like education, information and public relation and art and culture to film makers till the fully functional film city/cities and sufficient development of established cinema industry. The Jharkhand Film Development Corporation will function as nodal agency for this purpose. The Jharkhand film development corporation will establish pool in private sector apart from different departments to ensure availability of instruments
- ▶ *Lodging facility for film units*
The unit which would shoot outdoor in the state will be given 25% off in tariff of rooms in hotels/ motels by Jharkhand State Tourism Development Corporation, Public Works Department, Forest Department and Irrigation Department and state property department's guest houses/ rest rooms will regularly pay for these film units

- ▶ *Use of government airstrip*
Airstrips available at different places in the state will be made available to film units for convenience of outdoor shooting by state government so that tariff can be paid as per the decided rate
- ▶ *Organization of film festival once a year*
- ▶ *Distribution of awards*
Government to institute annual film award to honor persons related with top quality film making state government shall organize film prizes every year
- ▶ *Support to film societies*
To encourage the activities of film societies, special packages to these film societies to be provided
- ▶ *Film events and festivals*
 - ▶ Jharkhand International Film Festival
 - ▶ Jharkhand Children's Film Festival
 - ▶ Sharad Mahotsav
 - ▶ Paryatan Parv
 - ▶ Rath Yatra

Contact details

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Prominent shoots

- ▶ Movies: MS Dhoni, Begum Jaan, Rachi Diaries, Naastik, Ajab Singh ki Gazab Kahani
- ▶ TV Serials: The Hut, Jitkar

Haryana²⁵

Introduction

Haryana has some exquisite locations for film shooting which includes historical places, ancient locations, beautiful garden, modern cities and vast farm lands including Kurukshetra, Faridabad, Gurugram, Hisar, Ambala, Panchkula, Karnal, Panipat. The vast expanses of farmlands, modern villages, diverse landscape and a slice of history make Haryana an attractive destination among filmmakers and production houses.

State-of-the-art infrastructure, ideal connectivity and every modern amenity is available in hinterland Haryana to facilitate film and TV serials shooting in Haryana.

Haryana has decided to promote tourism in the state by providing spots for shooting films and commercials. It has enhanced the beauty of available heritage sites, golf course, lakes and bird sanctuaries and ensured that these locations will be highly suitable for filming.

Further, the Haryana government recently has approved the Haryana Film Policy 2018 for the development of Haryanvi and non-Haryanvi cinema and to create a film friendly environment in the state. The objectives of film policy included to channelize energy of youth in creative field like film/cinema, to promote and preserve the culture, folk, music, heritage and traditions of Haryana, to explore and participate in the employment opportunities and skill development related to film field, building brand identity of state, to promote Haryana as a favored destination for films and development of Haryanvi Film Talent, with special emphasis on gender equality and promotion of women active participation.

Initiatives taken by state for simplification of film production

- ▶ State government has established Haryana Film Cell (HFC) to facilitate and promote film shooting in the state
- ▶ Implementation of a simple process for all permits and clearances through a single window mechanism for all production houses to shoot films in Haryana. Single window cell, a part of the Haryana Film Cell to facilitate promotion of film tourism, including clearances for film shooting the state
- ▶ Government to ensure absolute security and crowd control facilities during film shoots

Initiatives taken by state for incentivizing film production

- ▶ As per Haryana Film Policy 2018, a scheme of incentives has also been designed to encourage film makers and production houses in the country and from across the world to shoot in Haryana
- ▶ *Eligibility:*
 - ▶ Eligibility is determined based on Minimum Credit Point Score (MCPS)
 - ▶ Total Credit Point Score (TCPS) shall determine the incentive that shall be given to the film
- ▶ *Incentive to Haryanvi films under film policy:*
 - ▶ If credit point system score is 56-84, filmmaker will get incentive up to INR 1 crore or 50% of the production cost, whichever is lower



25. Haryana Film Policy 2018

- ▶ If credit point system score is 85-112, filmmaker will get incentive up to INR 2 crore or 50% of the production cost, whichever is lower
- ▶ 100% waiver of location fees for all the government locations
- ▶ *Incentive to documentary films:*
 - ▶ Documentaries below 30 minutes of length get incentive of INR 3 lakh or 50% of the production cost, whichever is lower
 - ▶ Documentaries over 30 minutes of length get incentive of INR 5 lakh or 50% of the production cost, whichever is lower
- ▶ *Incentive to debut film:*
 - ▶ Grant of INR 25,000 to producer for its first documentary or short film and grant of INR 50,000 to producer for its first feature film
- ▶ *Other points*
 - ▶ 50% of the total budget will be allocated for the Haryanvi films
 - ▶ Not more than 12 films will be given financial assistance in a year
 - ▶ Support to set up of film and TV studios in Haryana having production and post production facilities to incentives shooting and making of films
 - ▶ Policy launched in September 2018

Initiatives taken by state for promotion of films

- ▶ State government to support setting up of film and TV studios in Haryana having production and post production facilities to incentive shooting and making of films in the state. The state government to also strive to set up a film city in Haryana
- ▶ State government has already set up a state university of performing and visual arts in Rohtak. It offers courses on film making and imparts technical training to enable

the trainees to make films. In addition to the above, there would also be short term, specific courses to develop skill sets for the line crew like the setting department, camera attendants, sound attendants, production staff and location managers

- ▶ State government to identify, catalogue and develop promising potential shooting locations which have aesthetic and cinematic appeal
- ▶ Haryana Film State Awards shall be organized by the state to encourage production of films of aesthetic and technical essence and social evidence. Awards shall be broadly classified into:
 - ▶ Awards of Excellence for Haryanvi Films
 - ▶ Best Film promoting Haryana as a destination
 - ▶ Felicitation of Haryanvi film makers who have win awards at select national and international film festivals and forums
- ▶ Film events and festivals
 - ▶ Haryana International Film Festival
 - ▶ Haryana International Short Film Festival
 - ▶ Indogma Film Festival

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Prominent shoots

- ▶ Gurgaon, Tamasha, Piku, Bewakoofiyen, Aurangzeb, Ek Thi Daayan
- ▶ Documentaries: Searching for Saraswati, Hardum Jeete Haryana

Uttarakhand²⁶

Introduction

Located at the foothills of the Himalayan mountain ranges, Uttarakhand is largely a hilly state, having international boundaries with China (Tibet) in the north and Nepal in the east. It is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clad mountain peaks. Char-dhams, the four most sacred and revered Hindu temples of Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the mighty mountains. Dehradun, the capital of Uttarakhand is one of the most beautiful resort in the sub mountain tracts of India, known for its scenic surroundings.

It is blessed with a rare bio-diversity, inter-alia, 175 rare species of aromatic and medicinal plants are found in the state. It has almost all major climatic zones, making it amenable to a variety of commercial opportunities in horticulture, floriculture and agriculture. It has a vast tourism potential in adventure, leisure and eco-tourism.

Initiatives taken by state for incentivizing film production

- ▶ The government of Uttarakhand has undertaken several policy measures and incentives to encourage inflow of investment into the various sectors of its economy:
 - ▶ The state may consider financing (up to INR 1.5 Crores) for Hindi films with production cost up to INR 2 crores
 - ▶ Uttarakhand government has exempted all films shot in the state from shooting charges
 - ▶ 50% discount for films units during the time of shooting will be provided on rest houses of Garhwal Mandal Vikas Nigam Ltd. and Kumaon Mandal Vikas Nigam Ltd.
 - ▶ Incentives for expenditure incurred in processing films produced in Uttarakhand's regional language: 30% or up to INR25 lakh (lower) and if processing is done in Uttarakhand lab, else 25% or INR20 lakh (lower) if processing is done outside
 - ▶ Incentives for expenditure incurred in processing films of regional films other than Uttarakhand for which 75% or more shooting is done in Uttarakhand's language: 30% or up to INR15 lakh (lower) and if processing is done in Uttarakhand lab, else 25% or INR10 lakh (lower) if processing is done outside

- ▶ Based on merit, films having more than 50% or more outdoor shooting in Uttarakhand will be made tax free
- ▶ National Centre of Films for Children and Young People (NCYP) produced children film, national and international award-winning films will be exempted of entertainment tax
- ▶ To popularize the region as a major tourist destination through films worldwide, the Uttarakhand government has exempted all films shot in the state from shooting charges

Initiatives taken by state for promotion of films

- ▶ Government of Uttarakhand is focusing on development of a film city at selected location and selection and development of places for outdoor shooting
- ▶ Uttarakhand was given a special mention certificate during the National Film Festival 2017 to recognize the efforts made by it towards creating a film friendly environment in the state
- ▶ Film events and festivals
 - ▶ Dehradun International Film Festival
 - ▶ Rishikesh International Film Festival
 - ▶ DOP Leipzig Lake Festival, Nainital

Contact details

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Prominent shoots

- ▶ Movies: Student Of The Year, Koi Mil Gaya, Lakshya, Bunty aur Bubli, Paan Singh Tomar, Shivaay, Dum Lagake Haisha, Rehna Hai Tere Dil Mein, Krishna Cottage, Parmanu, Kedarnath, Batti Gul - Meter Chalu, Shubh Mangal Saavdhan
- ▶ Documentaries: Facing The Mountain, Kedarnath, Lifelines
- ▶ TV Serials: Splitsvilla, Khatron ke Khiladi, Roadies

26. Film Shooting - Government of India, 2018

Karnataka²⁷

Introduction

Karnataka is a tapestry of colors, cultures, flavors, landscapes, timelessness and heart stopping beauty. It's a place where vibrant worlds seamlessly meld into one another every few hundred kilometers. Sedate plains suddenly rise to dizzying mist covered hilly heights, and then plunge with careless abandon in a white-watered freefall to become languid rivers that flow past cities where time has stopped altogether. Cities where time rushes a relentless rush to keep up with the world, cities that sometimes escape into the deep quietude of thick forests and sometimes, stretches their arms wide open to embrace the sea. Host to some of India's largest and most powerful

dynasties, the state has across the centuries, carried a legacy of art and culture.

Karnataka locates archeological marvels at Hampi, Halebid, Gulbarga, Badami, Bidar, Bijapur and Bangalore. Wildlife sanctuaries in Karnataka like Bandipur National Park are excellent. Famous rivers of Karnataka of are Kalinadi, Gangavathi Bedti, Tadri and the Sharavati with Jog Falls. Karnataka is known for Mysore silk.

Initiatives taken by state for incentivizing film production

- Karnataka Animation Visual Effects, Gaming and Comics Policy (KAVGC) 2017-2022 provides for the following incentives:

S. no.	Grant/ Incentive	Applicable for company	Applicable restrictions	Max amount per application	No of claims allowed for a single company	Remarks
1	Patent Registration Incentive	All KAVGC companies	Patent should be filed or granted within the policy period	INR 2 lakh for domestic, INR 10 lakh or international	Five successful claims in the policy period	75% given when patent is filed, rest 25% when it is granted
2	PF/ESI Incentive	Only companies which are less than two years old	Maximum of INR 2000 per person per month for two years	INR 12 lakhs	One in policy period	Only for new employment
3	International Marketing Incentive	All KAVGC companies	-	INR 5 lakhs per year	One per year	To be claimed within six months of incurring the expense
4	Power Tariff Concession	All KAVGC companies	-	N.A.	One in policy period	-
5	Production Grant for Animated Episodic Series	Companies producing Indian themed content	Minimum of 13 episodes	INR 20 lakhs	Two per year	Maximum of INR 30 lakhs per year per company
6	Production Grant for Animation Movies	Companies producing Indian themed content	Minimum duration of 90 minutes	INR 1 core	One per year	-

27. Karnataka Animation Visual Effects, Gaming and Comics ("KAVGC") Policy 2017-2022, <http://www.travelnewsdigest.in/2019/01/karnataka-to-provide-incentive-to-filmmakers-for-showcasing-states-tourism-spots>

7	Production Grant for VR/AR/VFX Projects	Companies working on domestic productions	Project value INR 15 lakhs and above	INR 10 lakhs	Three per year	Maximum of INR 20 lakhs per year per company
8	Production Grant for Game Development	Companies producing games in India	More than 2 lakhs collective downloads	INR 5 lakhs	Two per year	-
9a	International Productions -PDV	Mid-sized productions	Project value INR 5 crores and above	INR 2 crores	Three per year	Maximum reimbursement of INR 5 crores for a single company in a year
9b		Big -size productions	Project value INR 20 crores and above	INR 3.75 crores		
9c		Additional economic benefits	Project value INR 20 crores and above	Additional 5% of qualified expenditure	One in policy period	

- ▶ The Karnataka Cabinet has recently approved the new Karnataka Film Tourism Policy 2018 which is inspired from similar incentives filmmakers are given overseas for promoting tourism

▶ **Eligibility:**

- ▶ Film budget of more than INR5 crore
- ▶ Films to be evaluated on a scale of 100 by a committee headed by the additional chief secretary will evaluate films on a scale of 100. The parameters used for evaluation are the percentage of tourist destinations showcased, filming at tourist spots, reflecting Karnataka's culture and heritage among others
- ▶ Restrictions on the crew and their type at the site as well
- ▶ On screen timing should be at least three minutes for songs and at least five minutes for movie sequence
- ▶ Film must showcase at least three out of 319 tourist destinations that the government has identified in its Tourism Policy 2015-2020

▶ **Incentives**

- ▶ Films will get an incentive of up to INR2.5 crore that will score 90 and above (Category A) while the films scoring 75-90 (Category B) will get up to INR1 crore

Initiatives taken by state for promotion of films

- ▶ KAVGC takes a holistic approach in addressing areas of skill development, infrastructure growth, ecosystem expansion, marketing support as well as financial concessions and incentives for Karnataka. The policy promotes exports by attracting global production, while at the same time providing impetus to indigenous productions - in terms of original IP and short films - and start-ups in areas such as game development, virtual reality, augmented reality and educational technology
- ▶ Further, the policy envisages hosting top global events in Bengaluru. An annual calendar comprising world-class flagship events like Bengaluru GAFX Conference, Elevate 100 and Bengaluru Tech Summit, together with micro events, will facilitate the creation of a vibrant ecosystem for knowledge sharing, business development, marketing and networking within the industry
- ▶ In terms of infrastructure, the policy envisions setting up world-class AVGC infrastructure with a digital media city that we will house the center of excellence, AVCG post-production lab (comprising an incubator, game testing facilities, render farm, etc.) and state-of-the-art equipment
- ▶ Film events and festivals
 - ▶ Bengaluru International Film Festival (BIFFESI)
 - ▶ Innovative International Film Festival
 - ▶ Abstract Synergies International Short Film Festival
 - ▶ Karnataka State Film Awards

Contact details

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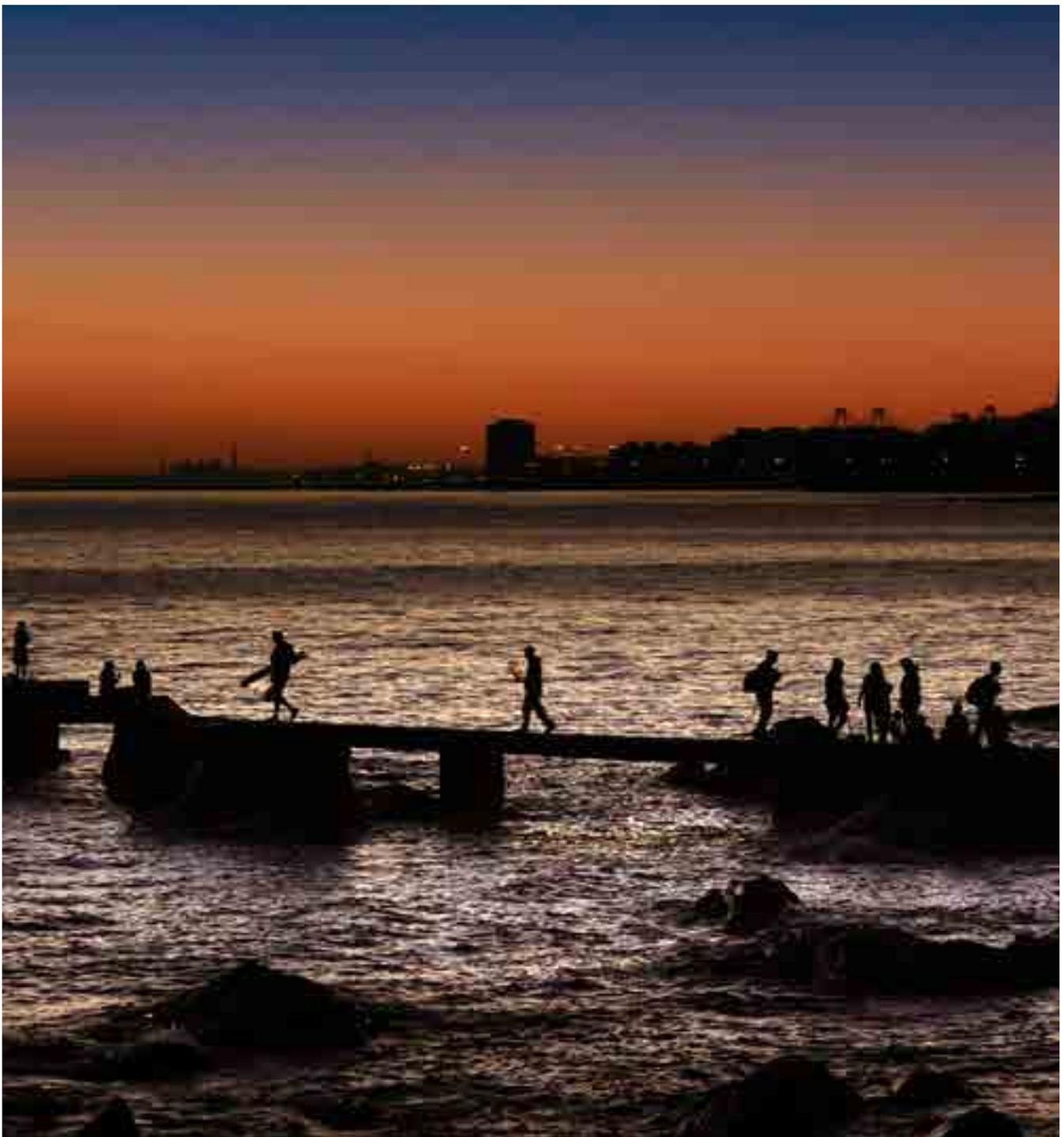
Email: directorinformation.gov@gmail.com

State Website: <http://www.karnatakaturism.org/>

Prominent shoots

▶ Movies: Rowdy Rathod, 3 idiots, Ghayal, Coolie, Guru, The Myth, Mission Impossible 4

▶ TV Serials: Malgudi Days



Goa²⁸

Introduction

This smallest state in India is the most popular with tourists, both from India and all over the world. Most tourists flock here in the winter months that is from November to February. Goa is famous for its beaches, ranging from popular stretches at Baga and Palolem to those in laid-back fishing villages such as Agonda. Fresh seafood, spicy curries, vibrant markets, wild nightlife and blend of Portuguese and Indian cultures make Goa unique. Central Goa is Historic and cultural heart, home to capital Panjim. Old Goa has glorious churches, inland islands, bird sanctuaries, spice plantations and wild western ghats. Bordered by the Sahyadri ranges and vast rivers, Goa acquired a unique and separate identity in terms of culture and traditions.

Initiatives taken by state for simplification of film production

- ▶ The Entertainment Society of Goa (ESG) established by the government of Goa in 2004, is the nodal agency in the organization of the International Film Festival of India (IFFI) and invites the application for the Film Finance Scheme (FFS) for the films produced in Goa. FFS provides financial assistance for production of film originating in Goa
- ▶ The main objective of the ESG is to frame an entertainment policy to help cultivate Goa into a world-class international entertainment nerve center of the country

Initiatives taken by state for incentivizing film production

- ▶ Financial assistance
- ▶ *Eligibility:*
 - ▶ All films must have English sub titles and censor certificate
 - ▶ Film produced in Goa by film producers/co-producers who must be registered with the Entertainment Society of Goa
 - ▶ Feature film/non-feature film should have 50% of the screen time shot in Goa and at least 50% characters and 30% technicians in the film must be of Goan origin

▶ *Incentive:*

- ▶ Feature films in (Konkani and Marathi):
 - (i) For A category - INR50 lakhs
 - (ii) For B category - INR30 lakhs
 - (iii) For C category - INR10 lakhs

or 50% total expenditure as per audited statement and income tax return filed

- ▶ Non-feature films in (Konkani, Marathi, Hindi and English):
 - (i) For A category -INR10 lakhs
 - (ii) 2) For B category - INR5 lakhs
 - (iii) 3) For C category - INR3 lakhs

or 50% total expenditure as per audited statement and income tax return filed

- ▶ Besides this the film producer will get additional assistance of INR20 lakhs if the feature film wins national award in the best film regional category. INR25 lakhs if the film wins a national award in any other best film category. INR30 lakhs if the feature film wins Golden Lotus Award at the National Film Awards or any international awards at a film festival recognized by FIAPF
- ▶ In the non-feature films, INR7.50 lakhs if a film wins an award at an international film festival recognized by FIAPF and INR5 lakhs will be given if the film wins a national award
- ▶ Besides this there is additional assistance to individuals and technicians winning national or international awards at FIAPF recognized international film festivals subject to a maximum aid for two festivals only

Initiatives taken by state for promotion of films

- ▶ Films events and festivals
 - ▶ International Film Festival of India
 - ▶ Goa State Film Festival
 - ▶ European Union Film Festival
 - ▶ Film Free Way- Goa Short Film Festival

28. <http://www.esg.co.in/film-finance-schemes/>

Contact details

Name: Entertainment Society of Goa

Email: INFO@IFFIGOA.ORG, info@iffigoa.org

Tel: (91)-9049465641, 0832 2428111

Website: <http://www.esg.co.in/>

Prominent shoots

- ▶ Movies: Saat Hindustani, Golmaal Series, Dil Chahata Hai, Josh, Singham, Dear Zindagi, Drishyam, Ek Duje Ke Liye and Pukar
- ▶ International Movies: The Sea Wolves , The Bourne Supremacy
- ▶ TV Serials: CID, Jiji Maa, Bhabhi ji Ghar Par Hai, Silsila Badlate Rishton ka

Andhra Pradesh²⁹

Introduction

Andhra Pradesh Tourism has always been the frontrunner in attracting greatest number of tourists, inland and foreign, as it boasts of a naturally, ecologically, culturally and religiously rich and diverse variety of tourist destinations that are treasures of visual treat where one can continuously explore new experiences of visitor gratification and delight.

Having plentiful natural resources, the state of Andhra Pradesh has the longest eastern coastline and a trail of Buddha period glory. Many heritage sites adorned forts, citadels and architectural masterpieces are preserved to this day. The magnificent palaces, monuments, memorials, tombs and stately structures reflect the art and craftsmanship, architecture and culture that originated from this land.

There are beautiful dams, valleys, hills and ridges with the scenic dale, tranquil lake waters, swirling beach waves, meadows, resorts, hill stations, caves, virgin forests, sanctuaries and national parks which a visitor can enjoy to his heart's content.

Initiatives taken by state for simplification of film production

- ▶ The Andhra Pradesh State Film Television and Theatre Development Corporation has been authorized by the government to issue shooting permissions to the producers for shooting of films at public places in state viz; roads, parks, reservoirs, dams, etc. The corporation is also issuing shooting permission to children film makers free of cost for shooting at public places
- ▶ No charges for location, e.g., INR 5,000 for road, INR 15,000/- for parks and like
- ▶ Andhra Pradesh has launched the single window clearance for film makers

Initiatives taken by state for incentivizing film production

- ▶ Andhra Pradesh government has announced incentives to filmmakers to develop the film industry in the state
- ▶ GST of state government for low-budget (under INR4 crore budgeted movies) Telugu films will be waived if the movie is shot in Andhra Pradesh and also charge for locations will not be levied. Though the producer will pay first for that locations after completion of film shooting money will be refunded
- ▶ Best 15 movies will also be given INR10 lakhs each of subsidy
- ▶ However, all these incentives will be given if the banners are registered in AP. Moreover, the entire film should be shot in Andhra Pradesh only and post-production works also must be done in Andhra Pradesh
- ▶ Andhra Pradesh Government's Animation, Media and Entertainment Policy (Policy) (2014-19)
- ▶ Policy to offer incentives, including reimbursement of INR 500,000, lease rentals, power subsidies, etc., to makers of animation films through fiscal incentives
- ▶ Reimbursement of production cost of an animation film or gaming product, (based on set guidelines/stipulations) up to a maximum of INR5 lakhs per film, incurred on producing up to two animation or gaming films produced by a gaming, animation, media and entertainment company, on their own and marketed in their brand name. The allowable production costs are manpower cost, materials and print and professional services
- ▶ 25% subsidy on lease rentals up to INR5 lakhs per annum maximum up to a period of three years, built up office space ranging from 500 sft to 15,000 sft, leased by animation and gaming companies

29. <http://ipr.ap.nic.in/ap-film-federation.html>, <http://www.apsftvtdc.in/>

Initiatives taken by state for promotion of films

- ▶ To woo the producers, the government has stated that it has allotted more than 300 acres of land in Vizag near Ramanaidu Studio there to build film studios
- ▶ Apart from the above incentives, to encourage growth of Film, television and theatre arts in the state of Andhra Pradesh, the state governments conduct Nandi Award Festivals on regular basis
- ▶ Andhra Pradesh Animation and Gaming City will be set up initially in Hyderabad in an appropriate extent of land by government through AP Industrial Infrastructure Corporation (APIIC). The Andhra Pradesh Animation and Gaming City shall have Incubation Centre (GAME Towers), where state of the art "walk to work" and "plug and play" built up office space is provided at subsidized rates to first generation technocrat entrepreneurs, SMEs engaged in gaming, animation, media and entertainment activities and consist of all common amenities, housing, recreation, schooling, entertainment, medical facilities
- ▶ To encourage production of films with high technical and aesthetic values bearing cultural, educational and social relevance and promoting national integration and unity, the government has introduced the scheme of state Nandi Awards for such films produced in Telugu Language

- ▶ From 1998 onwards, the Nandi Awards were introduced for television film and Telugu theatre, in addition to Nandi Awards to feature films
- ▶ Apart from Nandi Film Awards, the state government is also giving national and other state awards in the field of cinema viz., NTR national film awards, B.N. Reddy National Film Awards, Nagireddy-Chakrapani National Film Award and Raghupathi Venkaiah State Film Award
- ▶ Film events and festivals
 - ▶ Hyderabad Theatre and Short Film Festival
 - ▶ Telugu Film Festival
 - ▶ European Union Film Festival - Vishakhapatnam
 - ▶ The Nandi Awards
 - ▶ Telugu Nataka Ranga Dinotsavam
 - ▶ International Children's Film Festival

Contact details

Name: A Rajyalaxmi, Manager PR, Andhra Pradesh Tourism Authority

Tel: 9121144095

Email: managerpr-tourism@ap.gov.in

State Website: <https://www.ap.gov.in/>

Prominent shoots

- ▶ Movies: Baahubali, Bobby, Wanted, Singham, Hyderabad Blues
- ▶ TV series: Big Boss, Nandini, Tenali Rama



Andaman & Nicobar Islands³⁰

Introduction

The Andaman & Nicobar Islands in the Bay of Bengal are a rare gift of nature. The group of islands/islets spread over an area of 8249 sq. kms. with tropical rainforest and beautiful unexplored beaches graded excellent by many researchers. Besides creeks, rich flora and fauna, marine life and under water corals are the dream destinations of the tourists. The unique picturesque beauty of these islands has not only attracted tourists from all over the world but has made the islands one of the best tourist locales for shooting films. These islands have created curiosity among the national as well as international film makers and they want to shoot films in these islands covering various places of tourist interest located in and around Port Blair and outside the Port Blair area. There is a long felt need to have consolidated guidelines/instructions issued by various departments and a single window permission system of granting permission to film makers to promote the Ease of Doing Business for the film industry. In the proposed guidelines the procedure for granting permission for shooting of films has been simplified and a single window system has been proposed to be established by following existing guidelines/instructions issued by different departments of the Andaman & Nicobar Administration and ministries.

Initiatives taken by state for simplification of film production

- ▶ Directorate of Information, Publicity & Tourism (DoIPT) has issued guidelines to encourage filmmakers to shoot their movies in the Andaman & Nicobar Islands
- ▶ Andaman & Nicobar Islands have single window clearance system for all the film shooting permissions in the region

- ▶ DoIPT, Andaman & Nicobar Islands is the nodal department for granting permission for shooting of film on these islands. The DoIPT has also developed a fully integrated online application system to facilitate film shooting application

Initiatives taken by state for promotion of films

- ▶ The guidelines also provide an outline to enhance the infrastructure required for promotion of film shooting and improve availability of skilled manpower required for facilitation of film shooting in the Islands by training local artist and creating infrastructures required for the purpose
- ▶ Film events and festivals
 - ▶ The European Union Film Festival
 - ▶ Indian Panorama Film Festival
 - ▶ Monsoon Festival

Contact details

Name: Directorate of Information and publicity Andaman and Nicobar Administration

Tel: 03192 232 694

Email: thedirectortourism@gmail.com

State Website: <http://andssw1.and.nic.in>

Prominent shoots

- ▶ Movies: Kalapani, Kaakha Kaakha, Mariyaan, Ethir, Neechal
- ▶ Documentaries: Organic Jarawa, Tale of the Forgotten people of Andaman Island Jarawa Tribe



30. Guidelines for Shooting of Films in Andaman & Nicobar Islands, OTM report on promoting Film tourism in India, 2019

West Bengal³¹

Introduction

West Bengal offers a remarkable range of destinations and experiences within a single state. It is a land of contrasts- in climate, vegetation, scenery and landscape and has a rich diversity of ethnicity, culture, languages and religion. It is a truly unique state because it stretches all the way from the seas to the Himalayas. It has always been a traveler's delight as there are fantastic trips set around the misty and romantic hill stations of Kalimpong and Mirik, diverse wildlife and verdant teagardens of the Dooars, historical monuments and temples of Murshidabad and Bishnupur, wide and splendid beaches of Digha and Mandarmoni and the lush forested islands and meandering rivers of Sunderbans- destinations that are great revelations. The state has immense tourism potential and this is also reflected in the increase in the tourist footfall over the last few years.

Initiatives taken by state for simplification of film production

The state government is planning to develop a single window clearance for films for filmmakers to shoot their films in the state. Simultaneously, the tourism department is mulling to frame a home stay policy to boost tourism and promote the state as a hub of meetings, incentives, conferences and exhibitions (MICE) in the state.

Initiatives taken by state for incentivizing film production

- ▶ West Bengal offers number of incentives which film makers and producer can get under different under industrial, tourism and MSME policies
- ▶ Maximum incentive of INR 30 million in the form of subsidy for film makers executing post production processing at the Cine Laboratory Complex
- ▶ Incentives to regional films:
 - ▶ Extension of government subsidy scheme to Nepali, Assamese, Oriya, Manipuri, Bhojpuri, Santhali and Chhattisgarhi films that are processed in West Bengal
 - ▶ For new and renovated cinema halls, entertainment tax exemption for three years

- ▶ Initiatives for filmmakers:
 - ▶ The West Bengal government is aiming to launch a single window to process requests to shoot movies in the state
 - ▶ Tourism department of West Bengal is framing a film tourism policy which would promote West Bengal as a film tourism destination

The tourism department is focusing on upgrading infrastructure in the shooting sites to provide film units with adequate accommodation, restaurant facilities, roads, healthcare, shopping plaza and transport.

Initiatives taken by state for promotion of films

- ▶ In a move to ensure the overall development and promotion of the film sector in Bengal, the government has issued a notification for setting up West Bengal Film Academy (WBFA). Besides promoting development of films, WBFA will act as an umbrella body for all issues relating to the film industry, including developing infrastructure needed for the industry
- ▶ Film events and festivals
 - ▶ Kolkata international film festival
 - ▶ Bengal international short film festival
 - ▶ Kolkata shorts international film festival
 - ▶ UNICEF international children's film festival

Contact details

State Website: <https://wb.gov.in/portal/web/guest/home>

Prominent shoots

- ▶ Movies: Kahaani, Parineeta, Gunday, Piku, Devdas, Yuva, Meghe Dhaka Tara, Charulata, Mahanagar, Raju Ban Gaya Gentleman, Barfi, The Namesake, City of Joy, The Bong Connection
- ▶ TV Serials: Phagun Bou, Bokul Kotha, Andarmahal, Krishnakoli, Didi No 1 , Joyee, Devon ke Dev Mahadev, Rannaghor, Rakhi Bandhan, Dance Bangla Dance

31. OTM report on promoting Film tourism in India, 2019

Arunachal Pradesh³²

Introduction

Tucked away in the north-eastern corner of India, Arunachal Pradesh may be an introvert when it comes to tourism, but is a land of abundant travel opportunities. Adorned with unspoilt landscape, this northeast state of India is a place that every nature lover and explorer should visit. A treasure trove of culture, nature's beauty, rich history and warm people, Arunachal is a land that one cannot afford to miss.

Initiatives taken by state for simplification of film production

- ▶ The Director, Information & Public Relations, Arunachal Pradesh will be the competent authority to issue permission for shooting of films and TV serial in the state
- ▶ State offers single window clearance for film shooting in the state

Initiatives taken by state for incentivizing film production

- ▶ For shooting in Arunachal Pradesh, crew members require additional inner line pass for shooting in the state
- ▶ Shooting permission to be allowed subject to local restriction at prohibited areas and payments of fees, etc. wherever applicable. Nominal shooting fees of INR 500 per film for feature film will be charged. Fee for shooting can be revised (upward only) by secretary (IPR)

- ▶ The government is also giving subsidies of INR5 lakhs each for the development of homestays
- ▶ The government is also working to train, educate and raise awareness among all the stakeholders

Initiatives taken by state for promotion of films

- ▶ Film events and festivals
 - ▶ Film Festival
 - ▶ Arunachal Pradesh International Short Film Festival
 - ▶ Arunachal Pradesh International Ziro Music Festival

Contact details

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Email: takomkena@rediffmail.com

State Website: <http://www.arunachalpradesh.gov.in/>

Prominent shoots

- ▶ Movies: Rangoon, Koyla, Yeh Gulsitan Humara, Little Boy, Aruna



32. <http://www.travelnewsdigest.in/2018/02/arunachal-pradesh-invites-film-makers-shoot-region/>, OTM report on promoting Film tourism in India, 2019

Bihar³³

Introduction

Bihar is an entirely land-locked state, although the outlet to the sea through the port of Kolkata is not far away. Bihar lies mid-way between the humid West Bengal in the east and the sub-humid Uttar Pradesh in the west which provides it with a transitional position in respect of climate, economy and culture. The Bihar plain is divided into two unequal halves by the river Ganga which flows through the middle from west to east.

Initiatives taken by state for simplification of film production

- ▶ Bihar State Film Development and Finance Corporation Ltd (BSFDFC) aims to facilitate film shooting in the state and introduced its film policy in 2016 to support regional, national and international films alike
- ▶ BSFDFC assists production houses interested in shooting films in the state to get shooting permission, grants and subsidies
- ▶ Department of Tourism (DOT), government of Bihar is the nodal agency for film shooting clearance, incentives and subsidies in the state

Initiatives taken by state for incentivizing film production

- ▶ Regional films
- ▶ Films made in state languages and 75% shot in Bihar with 50% technicians from Bihar will get 25% of production cost or INR10 million whichever is less
- ▶ National and international films
- ▶ Hindi films 50% shot in the state with 25% Bihari technicians will get 25% of production cost or INR20 million whichever is less
- ▶ Special grant of INR1 million to producers if the film gets any international recognition

Initiatives taken by state for promotion of films

- ▶ BSFDFC promote film production by co-producing projects involving public-private partnerships
- ▶ It also promotes film making by organizing film festivals and film making workshop such as:
 - ▶ Bihar International Film Festival
 - ▶ Patna Film Festival
 - ▶ Regional Film Festival
 - ▶ Gandhi Panorama Film Festival

Contact details

Name: D. K. Singh, Consultant, Bihar State Film Development And Finance Corporation

Tel: 0612-2219213

Email: biharfilmnigam@gmail.com

State Website: <http://yac.bih.nic.in/>

Prominent shoots

- ▶ Movies: Half Girlfriend, Gangs of Wasseypur, Manjhi, Gangajal, Apaharan, Shool, Aakrosh
- ▶ Documentaries: George Orwell: A Life in Pictures
- ▶ TV Serials: Agle Janam Mohe Bitiya Hi Kijo, Rishton Ka Chakravyuh, Yeh Dil Sun Raha hai, Bhagyavidhaata

33. OTM report on promoting Film tourism in India, 2019

Himachal Pradesh³⁴

Introduction

Himachal Pradesh had always been a popular destination for film industry and had been attracting film makers for the last six decades. Himachal has several scenic locations which are ideal to the film makers especially in the remote belts and the government is making all-out efforts to develop these sites to facilitate the tourists and film-makers. For many years now, Indian filmmakers found Manali with its mystic peaks, tall oak trees and gurgling rivulets as a perfect spot for some cozy shots and romantic scenes.

The Himachal Pradesh government has announced that it would form its own film-policy and will encourage local films and artists in various ways³⁵

Initiatives taken by state for simplification of film production

- ▶ The government has proposed a Commissioner cum-Director of Tourism as the sole authority for granting all type of permissions related to film shootings. A Nodal Agency/Officer for purpose of promoting and facilitating film shooting will also be appointed in the state

Initiatives taken by state for incentivizing film production

- ▶ Other incentives for film shooting
 - ▶ 100% tax exemption to films shot in the state
 - ▶ INR10 lakh will be provided to interested film-makers who can work in the folk dialects of Himachal and Hindi, Sanskrit, Urdu and English languages. This includes documentaries of more than 26 minutes and animation films of more than 10 minutes

- ▶ Complimentary facilities and rebates extended to film makers availing government facilities like accommodation, transportation and equipment
- ▶ Familiarization (FAM) tours for foreign filmmakers would also be facilitated by the support of the state government

Initiatives taken by state for promotion of films

- ▶ To promote Himachal Pradesh as a major destination for promoting film making, a film tourism policy is on the anvil which would not only give fillip to tourism industry but would also facilitate film activities in the state
- ▶ Further, the government is also exploring possibilities of setting up of film studio in the state for promoting film tourism
- ▶ *Film events and festivals*
- ▶ International Film Festival of Shimla
- ▶ Free Spirit Film Festival - Dharamshala
- ▶ Dharamshala International Film Festival

Contact details

Email: <https://himachal.nic.in/en-IN/>

Prominent shoots

- ▶ Movies: Black, Bang Bang, Highway, Jab We Met, Jolly LLB, Taal, Roja, Three Idiots, Ship of Theseus



34. OTM report on promoting Film tourism in India, 2019, Indian film & television producers council presentation on subsidies, grants and film shooting facilities to Indian Films

35. <https://www.dailypioneer.com/2018/state-editions/himachal-to-formulate-its-own-film-policy.html>

Jammu and Kashmir³⁶

Introduction

Jammu and Kashmir has been a paradise for film shooting for its mesmerizing natural beauty and unparalleled scenic landscapes. Despite political disturbances, the state has attracted film directors time and again over the years.

Initiatives taken by state for simplification of film production

- ▶ Single window clearance system for granting permission for shooting films within seven days in Kashmir
- ▶ Film Tourism Promotion Committee promotes the region as a filming location and extends all support to film productions including security

Initiatives taken by state for incentivizing film production

- ▶ Waiver of taxes for films shot in the state
- ▶ Incentives/ Grant-In Aid are available for production of films by J&K producers. Jammu & Kashmir tourism policy draft has been submitted for approval wherein initiatives for promoting film tourism such as FAM tours have been proposed

Initiatives taken by state for promotion of films

- ▶ State government plans to encourage heritage buildings to convert into heritage hotels and development of rural tourism
- ▶ The government has also planned development of accommodation for all customer segments through cottages, camping sites, dormitories, youth hostels and yatrivas at tourist destinations
- ▶ Film events and festivals
 - ▶ Kashmir World Film Festival
 - ▶ Kashmir International Film Festival
 - ▶ Jammu and Kashmir Festival

Prominent shoots

- ▶ Movies: Raazi, Jab Tak Hai Jaan, Yeh Jawaani Hai Diwani, Aiyari, Bajrangi Bhaijaan, Fitoor, Valley of Saints, Highway and Haider
- ▶ TV serials: The Jewel in the Crown, Udaan and Balika Vadhu



36. OTM report on promoting Film tourism in India, 2019

Madhya Pradesh³⁷

Introduction

Madhya Pradesh (MP) is a state in central India. Its capital is Bhopal and the largest city is Indore with Jabalpur, Gwalior and Ujjain being the other major cities. Nicknamed as the "Heart of India" due to its geographical location, it is the second-largest state in the country by area.

The popularity of Madhya Pradesh as a film shooting destination has certainly grown over time. The land of Khajuraho and Sanchi and the jungles of Kanha and Bandhavgarh, the forts and monuments of Gwalior, Orchha and Mandu, the Culture of Bhopal, Indore, Jabalpur and Gwalior offers film makers the most diverse film making experiences. Various Bollywood films from Dilip Kumar's AAN (1952) to most recently shot films like Padman, Stree and Sui Dhaga all involve shootings at some of the most exquisite locations in the heart of India- Madhya Pradesh.

Further, the state of Madhya Pradesh has been conferred the award for the Most Film Friendly State of 2018 for its efforts towards easing filming in the state by creating a well-structured web site, film friendly infrastructure, offering incentives, maintaining databases, undertaking marketing and promotional initiatives, unanimously.

Initiatives taken by state for simplification of film production

- ▶ Madhya Pradesh State Tourism Development Corporation (MPSTDC) is the nodal agency for film shooting clearance, incentives and subsidies in the state
- ▶ Application for film shooting permission can be made to tourism department or to the urban local bodies directly depending on the location
- ▶ The tourism department will coordinate with other departments to obtain legal mandatory permissions needed for producers for film tourism

Initiatives taken by state for promotion of films

- ▶ Madhya Pradesh State Tourism Development Corporation Ltd. (MPSTDC) offers discounts at state owned hotels and free of charge shooting at selected locations

Contact details

Name: Mr. Ram Tiwari, Deputy Director, Madhya Pradesh Tourism Board

Tel: 9425307733

Email: ramtiwari@mptourism.com & filmpromotion@mptourism.com

State Website: http://www.mptourism.com/film_tourism/Index.html#page-top

Film events and festivals

Film Festivals in Madhya Pradesh

Lakecity International Film Festival

Indore Short Film Festival

Prominent shoots

- ▶ Movies: Padman, Stree, Sui-Dhaga, Sanju, Toilet Ek Prem Katha, Mohenjo Daro, Paan Singh Tomar, LION, Tevar
- ▶ TV Serials: Punar Vivah, Lakhon Mein Ek, Qubool Hai, Sawdhan India, Ek Boond Ishq, Beinteha

37. www.mptourism.com, OTM report on promoting Film tourism in India, 2019



A person wearing a black and white striped long-sleeved shirt is holding a large black camera with a lens cap removed, taking a photograph from the deck of a boat. The background shows a wide river flowing through a lush green valley with mountains in the distance. The boat's wooden deck is visible in the foreground.

Suggestions for promoting film tourism

To achieve the ultimate objective of transforming film locations into tourist destinations it would be pertinent to lure film productions to such locations. Accordingly, the suggestions to transform filming destinations to tourist destinations have been stated keeping in mind the below objectives³⁸:

Simplify - the administrative process

Incentivize - film productions in the location

Promote - filming at the location

Simplifying the administrative process

Setting up a single window clearance facility for all filming permissions

Filming in majority of the Indian states involves seeking permissions and approvals from various government functionaries. Accordingly, to attract foreign and domestic filmmakers, it is pertinent that a single window clearance mechanism is implemented to provide all necessary approvals under a single roof. This may protect the producer from running pillar to post and in turn ensure a hassle-free filming experience. The mechanism for setting up a single window clearance has been given below:

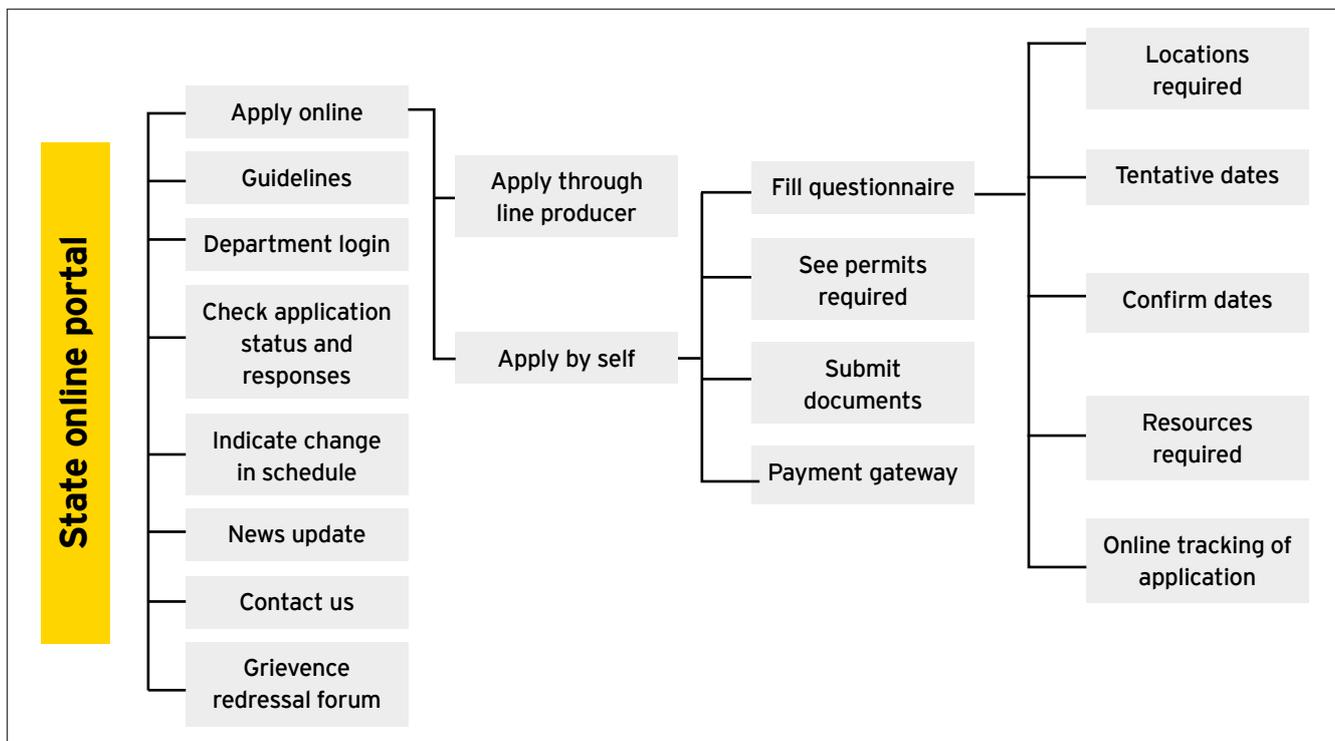
Setting up of online portal by state government

A state-level online portal will provide information (such as permits required, production resources available, etc.) to filmmakers (local and international) intending to shoot or produce at a location in the state.

The responsibility of operating and maintaining such an interactive online portal, at the state level might be placed on the Ministry of Tourism. The state should earmark certain locations for film shooting. The list of such earmarked location along with pictures, should be provided on such online portal. Such a step shall assist in attracting a filmmaker who is scouting for locations to visualize and finalize the location.

Furthermore, for the ease of film shooting by foreign filmmakers, as well as domestic filmmakers, the Ministry of Tourism should also empanel certain line producers who would assist such filmmakers during the process of shooting of the film. The details of such empaneled line producers should also be available on the online portal.

Structure of the online film portal



38. Suggestions expressed above may or may not be relied upon by decision making authorities and are purely suggestive in nature.

Single window six sigma

For an effective and efficient single window clearance mechanism, the following six-sigma approach could be adopted once the filmmaker has filed an online application.

Operate through online portal: The process from making the application along with relevant documents to tracking such application, making amendments, paying fees and receipt of approvals should be operated through an interactive online portal

Pre-shooting meeting: Based on location selected by applicant in the detailed questionnaire at the time of application, all local concerned authorities should meet and review shooting plans and production schedules for transparent dealings and smooth coordination

Timely coordination: All concerned authorities should be alerted through the online portal with entire shooting schedule and documents submitted by applicant for disposal in a strict timebound manner

Grant of approval: Information about shooting should be disseminated till the last authority in the command chain such as local panchayat. Permits for private property should be obtained separately by the applicant

Flexibility: Facility of grant of flexible approval in case shooting is re-scheduled for valid reasons. Option to provisional approvals should be given to take into consideration production over-run

Enforcement and security: Pursuant to grant of approval, a local liaison officer should be provided to the applicant to facilitate film shooting. Strict penalties should be prescribed for interrupting persons which could be at least be equal to cost of the shoot

Incentivizing filming in the country / state

The state governments should offer different types of incentives to boost the production sector in the form of single window clearance, tax benefits and simplification of permissions for shooting and increase in the number of cinema halls, overhauling the tax structure to name a few.

Based on a study of such incentive programs in place internationally and locally, following are broadly the types of incentives which could be offered to a filmmaker:

Cash grants

Cash grants are non-repayable funds disbursed to production companies, which help them to reduce their cost of production. Cash grants can be paid upfront or on completion of a project. Furthermore, generally, cash grants are subject to some level of compliance; however, grants are also provided without any conditions

Cash rebates

Cash rebates are refund of actual expenditure incurred. Typically, cash rebates are provided at a specified percentage of the qualifying expenditure. Qualifying expenditure includes costs incurred in the host country during the shoot on the cast and crew, goods and services purchased or at a specified percentage of overall production budgets. Interestingly, rebates offered are grants, however, not all grants are rebates.

Tax credits

Tax credit is a sum deducted from the total amount a taxpayer owes to the treasury. A tax credit can be granted for various types of taxes such as income tax, GST, etc. Furthermore, another form of tax credit is by way of a refund of taxes paid while filming in a location. Tax credits can either be refundable or non-refundable and further, transferable and non-transferable.

A refundable tax credit is one through which the tax liability of the taxpayer can be reduced to below zero. Because it is possible to receive a tax refund from this type of credit, it is referred to as refundable tax credit. However, in case of a non-refundable tax credit, the tax liability can be reduced only to zero and not below.

Tax holiday/break

A tax holiday is a temporary reduction or elimination of tax. In other words, there will not be any tax liability for a period on taxable income earned during the said period. Over the years, countries have been offering tax breaks and holidays to attract production companies to shoot films in them. It is relevant to note that such breaks and holidays might bring down production costs significantly.

Non-monetary assistance

Apart from monetary assistance in the form of exemption from tax and cash rebates, many governments address other issues faced by production companies, e.g., clearances, approvals from various dignitaries, visa procedures, etc.

Equity investments in film projects

To provide financial stimulus to film producers with budget constraint and to boost film production in a nodal body setup for the said purpose could purchase equity in the film. Equity investment in the film could be subject to the following conditions:

- ▶ 60% to 70% of the film is shot in the state
- ▶ Joint review of the script, storyline and star cast by the producer and nodal body
- ▶ Use of local talent for production of the film
- ▶ Setting up of a separate legal entity in the state and bifurcation of the equity between producer and state in the proportion of the investment made
- ▶ Audit of accounts and distribution of profits made by the film through its exploitation over various mediums

Equity investment would encourage local producers to produce films without the financial burden of raising funds by taking debts.

Marketing and promotion tie ups with film/ television producers

State governments spend millions of rupees in marketing their state from a tourism point of view. Majority of these expenses are towards television commercials which run for short duration at periodic intervals on the television. Given this, the retention probability and in turn their effectiveness is limited and the ultimate objective of promoting the state as a tourist destination may not be achieved.

Films on the other hand are a more effective medium of communicating the message which the states want to convey. This is because a film tends to capture the focus of the audience and keeps the audience engaged for a longer duration. People find it easier to relate to films and co-relate places to films rather than television commercials. Also, the urge to imitate famous actors basis sequences/ shots featured in the films is a huge driving factor for a potential tourist in selecting his ideal vacation spot.

The state governments could enter into marketing tie ups and co-promotion agreements for films/ television series and digital series produced wholly or partially in the state. To participate in marketing of the film the state government could enter into a co-promotion agreement with the film producer for the marketing of the film.

Promote filming destinations

Soft measures by government for promoting filming destinations

The following soft measures could be taken by the governments to promote the locations as attractive filming destinations:

- ▶ Setting up of film based theme parks like concepts of Universal Studios, Bollywood Theme Park (Dubai), Disneyland, etc.
- ▶ Organizing film festivals annually and using the platform to promote as a preferred filming destination
- ▶ Organizing award shows, film seminars and film societies to nurture the film culture amongst various social groups in the state
- ▶ Boosting the safety and security of the state by establishing help lines and compulsory registration of tourist guides operators, etc. to ensure safety of the tourists as well as the film crew. These initiatives may be highlighted by the states/ central government in various promotional campaigns to project India as a safe and secure tourist destination
- ▶ Inadequate basic infrastructure such as roads, inland water transport, air connectivity, etc. acts as the biggest hindrance to the Indian film tourism industry. There is an urgent need for investment in infrastructure linking roads, railways and airports, to curtail such hindrances and provide basis infrastructure support to film tourism

Summary of state film production policies

S.no	State	Film policy	Nodal agency for film promotion	Incentive and subsidies		Single window clearance		Concession, exemption and other initiatives	Location database*	Film production data base
				National/International films	Regional films	Online	Offline			
1	Uttar Pradesh	✓	Film Bandhu, Uttar Pradesh	✓	✓	✗	✓	✓	✓	✓
2	Gujarat	✓	Tourism Corporation of Gujarat Limited	✗	✓	✓	✓	✓	✓	✗
3	Rajasthan	✗	Rajasthan Tourism Development Corporation	✗	✓	✗	✓	✓	✓	✗
4	Delhi	✗	Delhi Tourism	✗	✗	✗	✓	✗	✓	✓
5	Odisha	✓	Odisha Film Development Corporation Limited	✓	✓	✗	✗	✓	✓	✗
6	Maharashtra	✗	Maharashtra Tourism Development Corporation	✗	✓	✓	✓	✓	✓	✓
7	Kerala	✓	Kerala State Film Development Corporation	✗	✓	✗	✓	✗	✓	✗
8	Assam	✓	Cultural Affairs Department, Assam	✓	✓	✓	✓	✓	✗	✗
9	Jharkhand	✓	Jharkhand Film Development Corporation	✓	✓	✗	✓	✓	✓	✗
10	Haryana	✓	Haryana's Information, Public Relations and	✓	✓	✓	✗	✓	✓	✗

*We have also considered the location database available on the Government tourism websites of each of the above states

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				National/International films	Regional films	Online	Offline			
11	Uttarakhand	✓	Languages department Uttarakhand Film Development Council	✓	✓	✓	✓	✓	✓	✗
12	Karnataka	✓	Department of Information and Public Relation, Karnataka	✓	✓	✗	✗	✓	✓	✗
13	Goa	✓	Entertainment Society of Goa	✓	✓	✗	✓	✓	✓	✗
14	Andhra Pradesh	✓	Andhra Pradesh State Film Television and Theatre Development Corporation	✗	✓	✓	✓	✓	✓	✗
15	Andaman and Nicobar	✗	Andaman & Nicobar Tourism Department	✗	✗	✓	✓	✓	✓	✗
16	West Bengal	✗	West Bengal Department of Tourism	✓	✓	✗	✗	✓	✓	✗
17	Arunachal Pradesh	✗	Department of Information Public Relations & Printing of Arunachal Pradesh	✗	✓	✗	✓	✗	✓	✗
18	Bihar	✓	Bihar State Film Development and Finance Corporation Ltd	✓	✓	✗	✗	✓	✓	✗

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S.no	State	Film policy	Nodal agency for film promotion	Incentive and subsidies		Single window clearance		Concession, exemption and other initiatives	Location database*	Film production data base
				National/International films	Regional films	Online	Offline			
19	Himanchal Pradesh	X	Department of Tourism & Civil Aviation	✓	X	X	✓	✓	X	X
20	Jammu & Kashmir	X	The Department of Tourism, J&K	X	X	X	✓	✓	✓	X
21	Madhya Pradesh	✓	Madhya Pradesh State Tourism Development Corporation	✓	X	X	✓	✓	✓	X
22	Telangana	X	Telangana State Film Development Corporation	X	✓	X	✓	✓	✓	X
23	Daman and Diu	X	U.T. Administration of Daman & Diu	X	X	X	X	X	X	X

*We have also considered the location database available on the Government tourism websites of each of the above states



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