

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(PUBLICITY, EVENTS & IT DIVISION)**

F.No.: 22-TP(3)/2011

Date : 25th July 2012

**GUIDELINES FOR EXTENDING FINANCIAL SUPPORT TO STATE
GOVERNMENTS / UNION TERRITORY ADMINISTRATIONS FOR
PROMOTION OF FILM TOURISM**

Given the impact of 'Cinema' on behavioral changes on audiences, it has in recent years emerged as a powerful tool for the development and promotion of destinations. 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.

II. 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. However, at present, multiple permissions from different State agencies are required for shooting a film in India which causes undue delays and harassment to production teams and hence, it is necessary to create a nodal point in the office of the Chief Minister to facilitate film producers and production units. The Ministry of Tourism, Government of India has been taking up the matter of promoting India as a destination for film shootings with State Governments and a letter has been addressed to Chief Ministers of all States requesting the State Governments to consider pro-active steps for promoting Film Tourism, including (i) constituting a senior level Committee for coordinating inter-departmental issues relating to tourism and facilitation required for film shootings (ii) identifying a nodal officer preferably from the Chief Minister's office for regular follow up in the matter and (iii) identifying locations which could be promoted through films, in consultation with the Forest & Wildlife, Art and Culture, Heritage and Archaeology Departments.

III. As an initial gesture for promoting shooting of films, both international and domestic, at locations and destinations in the different States and Union Territories of India, the Ministry of Tourism, Govt. of India will extend financial support to State Governments and Union Territory (UT) Administrations for promoting 'Film Tourism' as per details given below :

...2...

1. The Films for which Central Financial Assistance is sought should be selected by the State Governments / UTs based on the exposure provided by them to the tourism destinations and locations in the respective States / UTs and their potential to promote tourism to the State / UT. The States/UTs may take inputs from their Film Development Corporations for selection of films for which central financial assistance is sought.
2. Central Financial Assistance under these Guidelines would cover:
 - a. Feature Films
 - b. Documentaries
 - c. Telefilms and
 - d. Television Serials including Reality Television
3. Central Financial Assistance would be provided for the following components :
 - (i) Space Hiring / Filming charges payable to the State Government / UT administration / local administration / governmental regulatory body (eg. ASI, etc.), by the Filming Units at outdoor locations, including Monuments, Railway Stations, Airports, Wildlife Sanctuaries and Parks, Shopping Areas, etc.
 - (ii) Facilitation Fee / Charges payable by the Filming Unit to various Government agencies / organizations, such as the Police, Municipal Authorities, etc..
4. Assistance for a maximum of **Five (5) Films** (as detailed in para 2 of these Guidelines) only, at the maximum rate of **Rs. 2 lakh per film**, will be given to each of the State Governments / UT Administrations during each financial year. Assistance for more than 5 Films for a particular State / UT, can be considered for an additional Two (2) Films, on receiving complete justification for enhanced support. The approval of Secretary (Tourism) will have to be obtained for considering such requests.
5. Prior intimation for seeking financial assistance, in each case, will be given by the State Government / UT Administration to the Ministry of Tourism, with the following details :
 - (i) Name of the Film / Production Unit.
 - (ii) Number of Days over which the film will be shot in the State / UT with tentative dates.
 - (iii) The Locations / Destinations to be covered in the Filming Schedule.
 - (iv) Approximate Cost to be incurred on :

...3...

- (a) Space Hiring Charges for each outdoor location
 - (b) Filming Charges payable at each outdoor location
 - (c) Facilitation Fee / Charges payable for each Govt agency/ organization.
 - (v) Certification from the State Government / Union Territory, to the effect that the Film will not be against the interest of the sovereignty and integrity of India, the security of the State, public order, decency and will not hurt the sentiments of any community or section of society.
6. The State Govts. / UT Administrations will make efforts to provide SINGLE WINDOW clearance for all filming to be carried out in local destinations, except in cases where permissions of central government authorities such as ASI, Army, etc. are required to be obtained.
7. Ministry of Tourism will release 100% CFA for the proposals to State Governments / UT Administrations as re-imbusement post-filming on submission of details of expenditure incurred /UC by the State Government/ UT duly supported by a 'Certificate' from the competent authority of the State Government /UT to the effect that adequate exposure has been provided to the State/UT as an actual outcome of the Filming undertaken. The re-imbusement will be subject to the maximum ceiling of Rs.2 lakh or the actual expenditure incurred, whichever is less.
8. Three (3) proposals only, can be submitted by the State Government / Union Territory Administrations in the first instance. Thereafter, every additional proposal will be approved only after receiving the UC for the first three events. For instance, when UC for one of the three approved proposals is submitted, the fourth proposal will be considered for approval, when the 2nd UC is submitted, the fifth proposal will be considered and so on.
9. The State Governments / UT Administrations will submit Utilization Certificates within a period of two months of completion of the Filming Schedule in their respective State / UT., along with a note on the exposure provided to the State / UT as the outcome of the Filming undertaken. In the event of the Utilisation Certificate not being received within the prescribed period of two months, no further proposals from the concerned State / UT will be considered by the Ministry.
10. Support of the Ministry of Tourism would be subject to availability of funds and merit of the proposal.
