

**Dr. Jitendra Singh & Sh. G. Kishan Reddy address
side event on 'Promoting Incredible India through
Film Tourism' on the sidelines of 3rd Tourism
Working Group Meeting**

**Ease of film making and upgradation of the existing
studios has to be pursued rigorously: Dr. Jitendra
Singh**

**Film production can have a lasting impact on travel
destinations: Sh. G. Kishan Reddy**

**India is a hub of animation, visual effects and
gaming: Apurva Chandra**

Posted On: 23 MAY 2023 7:30PM by PIB Delhi

Union Minister of State (Independent Charge) Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh, Union Minister of Culture, Tourism and the Development of the North Eastern Region, Shri G. Kishan Reddy today addressed the side event on the theme "Promoting Incredible India through Film Tourism' on the sidelines of 3rd Tourism Working Group Meeting. The side event was also attended by Secretary Ministry of Information & Broadcasting, Government of India, Sh. Apurva Chandra.

The side event on Tourism was aimed at furthering the scope of the film tourism sector and highlighting all the aspects of Incredible India.



During the event, Dr. Jitendra Singh said, India has no dearth of talent having the century old film legacy with leading names of Guru Dutt and Satyajit Ray who have been acknowledged for their art work despite no avenues and facilities, Dr. Singh added.

Dr. Singh hoped that the business community will help in scaling up the efforts already taken by the Ministry of Tourism and Ministry of I&B.

Dr. Jitendra Singh said, ease of film making and upgradation of the existing studios has to be pursued rigorously to support the film industry. Liberalisation of state regulations has to be taken up by the Ministry of Information and Broadcasting to encourage film making throughout India, Dr. Singh added.

During the event, Sh. G. Kishan Reddy said, tourism has the greatest ability to generate overall employment especially among the vulnerable communities. Film production can have a lasting impact on travel

destinations as the cinematic exposure to a destination transforms the place into a tourist destination, Sh. Reddy added.

Sh. Reddy impressed upon the states and UTs to have formal polices for the promotion of film tourism. Wherever there is an existing policy, the same may be strengthened to pave way for film production, Sh. Reddy added.

Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra in his detailed session on 'Facilitating Film Tourism in India through Film Facilitation' said, India's film sector has very much to offer to the world having skilled manpower, visualisation and sound effects. The culture and heritage of India provides an enabling environment to the world to shot the best films here, Sh. Chandra added.

To provide an enabling environment to the film industry, Film Facilitation Office at NFDC with proactive nodal officers has been set up as a single window mechanism to enable and expedite the issuance of film visas to international cast and crew.

Sh. Chandra also highlighted India as a hub of animation, visual effects and gaming. A number of noted master pieces, the big budget films have been produced in India with lesser production costs which is a magnet of attraction to the film makers, he added.

Various important sessions of the side event on Tourism deliberated upon how to leverage the power of Film Tourism to promote destinations. The sessions provided an opportunity to the States/ UTs to share their policies and best practices which helped them develop film tourism. The event also provided opportunity to the Industry Stakeholders to give their suggestions and feedback on the factors that will encourage filmmakers to shoot in various locations in the country.

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(Release ID: 1926745)