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Incredible India



# MADHYA PRADESH FILM TOURISM POLICY 2020

*"Movies — nowhere more so than in India, of course — have become not just a rich sense of community, and collective dreaming, but one of the few places where we look up, to something much larger than ourselves, hold our breaths, suspend ourselves and have the chance to step out of the darkness a little bit transformed"*

*- Pico Iyer*

# MADHYA PRADESH FILM TOURISM POLICY 2020

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■ Heritage ■ Urban ■ Rural ■ Art & Craft ■ Nature

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# Madhya Pradesh

## Film Tourism Policy 2020

To facilitate shootings of Feature Film, Web Series, TV Serial & Reality Show, Documentary and to promote Private Investment in Film Tourism in Madhya Pradesh

1. **Vision :**

To make Madhya Pradesh a major film friendly state and create more employment opportunities through film industry in the state.

2. **Definitions :**

"Policy" means the Film Tourism Policy, 2020 of Madhya Pradesh

"State" means the state of Madhya Pradesh

"Government" means the Madhya Pradesh State Government & its owned undertakings.

"Board" means the Madhya Pradesh Tourism Board

"Managing Director" means 'Managing Director' of Madhya Pradesh Tourism Board.

"Central Govt.", mean Government of India, its developments and on undertakings.

"Film" definition shall be same as given in the Indian Cinematography Act 1952 which reads as under"

"Film" means a cinematograph film"

• "Feature Film" refers to a minimum 90-minute cinematograph film that is graded or certified by Censor Board (CBFC) and released in theatres as per the process.

• As there is no definition available for Web Series, T.V. serials/shows, Documentary etc. in Indian Cinematography Act 1952, the decision, for providing benefits under the policy, shall be taken by the "Film Facilitation Cell", as mention in this policy.

3. **Objectives:** The key objectives of Film Tourism Policy are:

- 3.1 To place Madhya Pradesh as a first choice for shooting films among film makers.
- 3.2 Madhya Pradesh to be developed as a central hub for making films.
- 3.3 To develop & enhance employment opportunities for local talent.
- 3.4 To create films making infrastructure.
- 3.5 To encourage investment in the state in film sector.



- 3.6 Publicity, Marketing and Branding of State through filming & accelerate tourism growth in Madhya Pradesh.
- 3.7 National/International recognition to the tourist places of Madhya Pradesh through films.
- 3.8 To provide ease of filming in Madhya Pradesh & to encourage more shoots in the state.
- 3.9 Take all necessary measures for film production and promotion.

4. **Strategy:** for promotion of Film Tourism

This policy intervention shall enhance the tourism competitiveness of the state. Following measures are to be taken under the strategy :

- 4.1 To define procedures, approvals, permissions and licenses to reduce redundancy.
- 4.2 Providing financial incentives and exemptions to attract investment.
- 4.3 Provide land for development of infrastructure.
- 4.4 Providing a conducive environment to the Film Makers
- 4.5 Development of basic Infrastructure for film makers.

5. **Advisory/Empowered Committee:** An Empowered Committee has been constituted vide circular number F19/64/2019/1/5 dated 22/12/2016 by Madhya Pradesh government, which is authorized for clarification/ interpretation/ dispute resolution for implantation of Madhya Pradesh Tourism Policy in the state. Film tourism policy 2020 is basically a part of the Madhya Pradesh Tourism Policy (2016) Amended 2019, hence, including Principal Secretary, Commercial Tax Department in this committee, it shall work on the rules clarification, rules amendment, issue instructions/guidelines, approval, and monitoring work shall also be done by this committee for the implementation of Film Tourism Policy 2020.

- 5.1 Empowered Committee shall determine the rates for shooting in the areas under jurisdiction of all Municipal bodies, rural areas and the properties under government in the state and these rates shall be applicable in entire state.

6. **Film Facilitation Cell :**

- 6.1 To implement the Film Tourism Policy 2020, a dedicated Film Facilitation Cell (FFC) shall be set up. The FFC under the chairmanship of Managing Director, Madhya Pradesh Tourism Board, shall act as the nodal agency of the state for Film Tourism. The committee will work as an executive body to strengthen the relationship with various stakeholders involved in the approval process, to develop and advice on industry trends, give policy suggestions and regulatory reforms time to time.



## 6.2 Members of Film Facilitation Cell (FFC):

Managing Director , Madhya Pradesh Tourism Board (Chairman)
Additional Managing Director , Madhya Pradesh Tourism Board (Deputy Chairman)
Director , IP , Madhya Pradesh Tourism Board (Member)
Deputy Director , Film Tourism , Madhya Pradesh Tourism Board (Member Secretary)
Deputy Director , Finance , Madhya Pradesh Tourism Board (Member)
Archaeological Advisor , Madhya Pradesh Tourism Board (Member)
Person / body related to film industry (Member nominated by Managing Director)
Heads of Departments of the concerned Department (as and when required)(Members)

## 6.3 Scope of Work of Film Facilitation Cell (FFC):

- 6.3.1 All the applications shall be received by Film Facilitation Cell, MPTB in online mode (in offline mode till the web portal is not ready).
- 6.3.2 FFC shall set up an in-house Finance Committee to scrutinize the supporting documents/bills submitted by the applicant to claim subsidy.
- 6.3.3 Film Facilitation Cell shall register Line producers who coordinate film shootings in the state.
- 6.3.4 Film Facilitation Cell shall set the selection process for providing annual scholarship to the students of Madhya Pradesh studying in Film & Television Institute of India (FTII) Pune, Satyajit Ray Film & Television Institute Kolkata and National School of Drama, New Delhi.
- 6.3.5 Film Facilitation Cell shall be authorized to make and issue the detailed guidelines, Rules, process checklist and all required formats and agreements etc. essential to implement the Film Tourism Policy.
- 6.3.6 Film Facilitation Cell shall decide on Film Tourism Policy related application fee / registration fee, if required.
- 6.3.7 Film Facilitation Cell shall, from time to time compile details of all possible details of locations suitable for shooting and state tourism policy shall be published and promote through print & digital Media.

## 7. Implementation:

- 7.1 The entire policy document and forms shall be made available on the website of Madhya Pradesh Tourism Board.
- 7.2 This policy shall be applicable to all the eligible National/International filmmakers for seeking permission & claiming subsidy as per the guidelines.



- 7.3 A onetime online Registration with the Film Facilitation Cell, MPTB shall be mandatory before applying for the permission & subsidy.
- 7.4 Film Facilitation Cell shall scrutinize the proposed projects that there are no adverse or negative views about the people of the Country/State through audio or video or any other way, before the approval of Subsidy.
- 7.5 Film Facilitation Cell shall coordinate with all concerned departments / authorities to ensure timely approval/permissions on applications received for film shooting.
- 7.6 After completion/ release of the project, the producer shall submit the application to Film Facilitation Cell, MPTB along with the necessary certificates for the grant in the prescribed format. The major expenditure allowable for the project cost (COP) for subsidy will be as per items listed in Annexure 'A'.
- 7.7 Finance Committee, set up by the Managing Director shall examine the Subsidy application, and forwarded to the Chairman of Film Facilitation Cell along with its recommendation for decision.
- 7.8 A Subsidy approval letter shall be issued to the applicant after approval of Chairman of Film Facilitation Cell.
- 7.9 The subsidy amount shall be paid to the applicant through online.
- 7.10 Amount of subsidy shall be released within a maximum time limit of 45 working days from the date of submission of complete application with requisite documents.

**8. Single Window Clearance:**

A dedicated online film web portal shall be created to provide a single- point interface and time bound clearance mechanism for filmmakers intending to shoot in Madhya Pradesh. All the applications shall be received through online mode by the Film Facilitation Cell (offline till the web portal is not ready) and action shall be taken in coordination with the concerned department for permission. The portal shall also act as a platform for information dissemination related to film tourism policy and shall also act as a forum for the dissemination and the rules, regulations, also provide information on grants and other utility services.

The Film Facilitation Cell, shall provide necessary support, coordination and facility to all the filmmakers / applicants for shooting permissions.

An ADM level officer in each district shall be authorized as the nodal officer, who will cooperate and coordinate at the district level for the implementation of Film Tourism Policy 2020.

**9. Marketing and Promotional Assistance to promote film tourism in the State:**

State government intends to increase the growth of media and entertainment industry. With a view to create more opportunities for film industry related stakeholders, state will provide various interventions. Under the



promotional activities various theme parks, selfie points, film festivals & film awards shall be developed. FFC shall take decision on participation in various National/International Film Festivals and event which will help to promote Film Tourism in the state. National/International film festival/ Seminar etc. shall be organized in the state and FAM tours of renowned filmmakers of the country shall also be organized. Film shooting locations where Films has been shot shall be developed and promoted as tourist products for tourist attraction.

The Film Facilitation Cell may consider setting up of a branch office in the film city of Mumbai, when required, to attract/ facilitate the producers who are interested to make films in the state.

#### 10. Financial Incentives under Film Tourism policy :

The Film Facilitation Cell shall act as the nodal agency of Tourism Department in Madhya Pradesh to provide financial incentives for film production / TV serial / web series etc. and other policy related provisions.

To encourage more and more films in the state, following eligibility criteria are set for the subsidy for the production of films in any language in the state

##### 10.1 Subsidy for feature films:

##### 10.1.1 Subsidy for shooting first film:

Sr.	Subsidy for 1st Film	Criteria
1	Up to Rs. 1 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 50% of total shooting days shoot in the state
2	Up to Rs. 1.50 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 75% of total shooting days shoot in the state

##### 10.1.2 Subsidy for Second Film shooting:

Sr.	Subsidy for 2nd Film	Criteria
1	Up to Rs. 1.25 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 50% of total shooting days shoot in the state
2	Up to Rs. 1.75 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 75% of total shooting days shoot in the state





### 10.1.3 Subsidy for Third and onward Film shooting

Sr.	Subsidy for 3rd and onward Film	Criteria
1	Up to Rs. 1.50 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 50% of total shooting days shoot in the state
2	Up to Rs. 2.00 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 75% of total shooting days shoot in the state

● If Madhya Pradesh is prominently featured in a feature film with more than 75 percent shooting days in the state, and the tourism of the state gets direct benefit, then such a film of each category (first, second, third and upcoming film) shall be given an additional subsidy of Rs 50.00 lakh, which shall be decided by the Film Facilitation Cell.

● On producing film on the Story/script based on the State with a view of Madhya Pradesh Special Branding (MP Specific Film), a special grant of 50% of the Cost of Production of film or Rs. 5.00 crore, whichever is less, shall be provided. The Empowered Committee shall be authorized to decide on such subsidies.

10.1.4 The percentage of film shooting in the state shall be calculated in proportion to the number of days shot in Madhya Pradesh out of the total shooting days of the entire film.

10.1.5 The information on number of shooting days in the state shall be verified by the District Collector of the concerned district.

10.1.6 If the filmmaker is giving work opportunity to the local artists of Madhya Pradesh, then as an additional subsidy, a maximum of Rs 25 lakh shall be provided for the cast of minimum 3 Primary artists (character prominently according to the story) and a minimum of 10 lakh rupees shall be provided for the cast of a minimum of 5 secondary artists (other than the main character being shown prominently as per the story) or 50 percent of the actual payment of artists for both the above categories, whichever is less, shall be provided. This subsidy amount shall be provided to the applicant on the basis of the payment bills of the paying artists.

10.1.7 The Cost of production (COP) of a film and the number of shooting days which are mentioned in the application shall be decided on the basis of detailed project report submitted with the application by the applicant.



10.1.8 Reimbursement of permission fee for shooting of Film / T. V. Serial / T.V. show /web series / original show of OTT platform and documentary :

Sr.	Subsidy	Criteria
1	50% reimbursement of shoot permission actual charges paid in the state	For Film shooting / web series on OTT platform/ original show/ documentary minimum 50% of total shooting days and minimum 90 days shooting of TV Serial/Show in the state
2	75% reimbursement of shoot permission actual charges paid in the state	For Film shooting / web series on OTT platform/ original show/ documentary minimum 75% of total shooting days and minimum 180 days shooting of TV Serial/Show in the state

10.1.9 If the minimum 50 percent shooting day criteria is not being met by the applied feature film project, but 20 and 10 percent of the total screen time in the produced feature film is being given to the scenes shot in Madhya Pradesh respectively, and Madhya Pradesh has special branding in the applied feature film project, financial subsidy of maximum Rs 75.00 lakh and Rs 50.00 lakh respectively shall be provided which shall be scrutinized by Film Facilitation cell.

10.1.10 Cinema is a major and effective industry in regional languages (Tamil, Telugu, Kannada and Malayalam) in the southern states, and there is an abundant audience for films in regional languages. The number of tourist coming from these states is less in Madhya Pradesh. Therefore, in order to increase the popularity of the tourist places of the state in the southern states, 10 percent financial subsidy in addition on the fulfilment of all the criteria mentioned under above mentioned clause no. 10.1 to the regional language films of the southern states, namely - Tamil, Telugu, Kannada and Malayalam films.

- Subsidy under clause no. 10.1.8 shall be provided only for the monuments/properties of ASI , State Archaeology , Local Municipalities , Tourism Department , Forest Department , Department of Irrigation , PWD and all the state government properties.
- Proposal that do not fall within the above criteria for reimbursement of permission fee (i.e. film proposal with less than 50 per cent shooting days) may be considered as discretion of FFC to give concession /waiver off the charges on shooting locations.
- Film Facilitation Cell shall issue detailed guidelines and procedure for providing the subsidy to Film Makers.



## 10.2 Grant for TV serials / shows:

Sr.	Subsidy	Criteria
1	Up to Rs. 50 Lakh Or 25% of total cost of production (COP), whichever is lower	Minimum 90 days shooting within the state
2	Up to Rs. 1.00 cr. Or 25% of total cost of production (COP), whichever is lower	Minimum 180 days shooting within the state

10.2.1 The information related to the number of shooting days in the state shall be verified by the District Collector of the concerned shooting district.

10.2.2 Above Subsidy shall only be provided to those applicants, who shall submit the certificate of telecast schedule from GEC (General Entertainment Channels).

10.2.3 If the filmmaker is giving work opportunities to local artists of Madhya Pradesh, then as an additional subsidy, a maximum of Rs 25 lakh shall be provided for the cast of minimum 3 Primary artists (character prominently according to the story) and a minimum of 10 lakh rupees shall be provided for the cast of a minimum of 5 secondary artists (other than the main character being shown prominently as per the story) or 50 percent of the actual payment of artists for both the above categories, whichever is less, shall be provided. This subsidy amount shall be provided to the applicant on the basis of the payment bills of the paying artists.

## 10.3 Grants for Web Series / Original Show to be displayed on OTT (Over the Top) Platform:

Sr.	Subsidy	Criteria
1	Up to Rs. 50 Lakh Or 25% of total cost of production COP	On shooting minimum 50% of the Web Series/ shows in Madhya Pradesh
2	Up to Rs. 1.00 cr. Or 25% of total cost of production COP	On shooting minimum 75% of the Web Series/ shows in Madhya Pradesh

10.3.1 The number of shooting days in the state shall be verified by the District Collector of the concerned district.

10.3.2 If Web series maker is giving the work opportunity to local artists of Madhya Pradesh, then as an additional subsidy, a maximum of Rs 25 lakh shall be provided for the cast of minimum 3 Primary artists (character prominently according to the story). And a minimum of 10 lakh rupees shall be provided for the cast of a minimum of 5 secondary artists (other than the main character being shown prominently as per the story) or 50



percent of the actual payment of artists for both the above categories, whichever is less, shall be provided. This subsidy amount shall be provided to the applicant on the basis of the payment bills of the paying artists.

10.3.3 The above subsidy shall be provided only to those applicants who will submit the telecast schedule /release certificate from the OTT (Over the Top) platform.

● Guideline related for shooting web series /original shows of OTT (Over The Top) platform shall be issued by FFC from time to time, on the basis of the guidelines received from the Ministry of Information and Broadcasting, Government of India.

● As there are currently no certification criteria for OTT (Over the Top) platform. Therefore, the FFC shall be fully authorized for determination of its script, content and subsidy approval.

10.4 Grant for Documentary Films to be shot in Madhya Pradesh :

In order to encourage experienced and reputed documentary film makers to produce documentary related to the state, tourist destinations of Madhya Pradesh, wild life, culture, food, handicraft, religious festival/ festivals, lifestyle/ textile, people of the state, distinguished Documentary made on the heritage / history and stories related to individuals etc. of the state that has shot in the state is provided subsidy as under: -

10.4.1 Up to Rs. 20.00 Lakh or equivalent to the 50% of total cost of production for National level release, whichever is less.

10.4.2 Up to Rs. 40 Lakh or equivalent to the 50% of total cost of production for international level release, whichever is less.

10.5 On shooting of International Film / TV serial/ TV show/ web series or original shows of OTT platform- for minimum 07 days in the state maximum 10% financial subsidy and in case of special branding of the state maximum 25% financial subsidy shall be reimbursed which shall not be more than Rs. 10 Crore. Discretion vests with the FFC to take decision in this regard.

● The above facility shall also be provided to the National Feature Filmmakers whose feature film project cost would be more than 100.00 crore. Such unit shall have the option to choose the grant facility provided under clause no. 10 or as mentioned in clause 10.5.

● All subsidies and reimbursements shall be payable on producing U & UA Certificate from Board of film Certification for feature films only and release of film/Telecast/Webcast of TV serials/Web series on media platforms. Film released in Madhya Pradesh shall be considered as all India release. This clarification shall be applicable as detailed under clause no. 10.



11. **Infrastructure Development** : To facilitate film producers and tourists, state government shall make all possible efforts to Improve basic infrastructure i.e. roads, transportation, accommodation closer to tourist locations/shooting sites. This will provide much needed ease to film producers and tourists in Madhya Pradesh.
12. **Development of Service Infrastructure** : Hotels and other tourism products/services (caravans etc) which are operational by Madhya Pradesh State Tourism Development Corporation (MPSTDC) shall offer 40% discount over the published rates for film cast and crew. Along with this, facilities will be provided at concessional rates by various state owned institutions such as Sports Academy, Adventure Sports Academy, Boat Clubs etc.
13. **Specific Infrastructure Assistance** : State government's Airstrips & choppers shall be made available to the film makers on payment at prescribed rent.
14. **Incentives for Film Making infrastructure** : State Government shall encourage private sector for purchase/import of production equipment as per the provisions of MP Tourism policy (2016) amended 2019.
15. **Financial incentives for creating physical infrastructure** :
  - 15.1 Tourism Policy (2016) amended 2019 of Madhya Pradesh have the provision to provide subsidy on creating infrastructure of Permanent nature and installation of equipment for film studio and film production in the state. Sub-section 6.8 under section 6, of Tourism Policy provides the following subsidy.

Grant Scheme	Minimum project cost ( In Lakh Rupees )	Percentage of grant on fixed capital expenditure	Maximum grant limit (in Lakh Rupees)
Capital grant for setting up of permanent infrastructure construction and equipment for film studios and film production/ museum, aquarium, Theme park	100	15%	500

Apart from the infrastructure mentioned in clause no 6.8 of Madhya Pradesh Tourism Policy (2016) amended 2019, the skill development centres and start-up projects of the film sector shall also be covered under the provision of clause no 6.8. The above projects will be eligible for the grants mentioned in Section No. 6.8.



- 15.2 As per clause number 5.16 of Madhya Pradesh Tourism Policy (2016) amended 2019 "Film studio and development of infrastructure and installation of equipment for film making" activities shall also be eligible for investment promotion assistance as per clause no. 6.19 of the policy large/ mega /ultra - mega tourism projects according to their category:

Category of Project	Minimum investment of the Project	Minimum No. of Employment (For the residents of MP)	% of Investment Promotion assistance on capital investment made by the unit	Maximum ceiling of of Investment Promotion assistance (Rs. In Crore)	Yearwise percentage of Disbursement of Investment Promotion assistance amount			
					1st Year	2nd Year	3rd Year	4th Year
Large	Rs. 10.00 Crore or more	50	30%	15	10%	10%	5%	5%
Mega	Rs. 50.00 Crore or more	100	30%	30	10%	10%	5%	5%
Ultra-Mega	Rs. 100.00 Crore or more	200	30%	90	10%	10%	5%	5%

★ The above subsidy can be claimed as per the criteria and procedure of Madhya Pradesh Tourism Policy 2016 (amended 2019). This subsidy shall not cover filmmaking / T.V. Serial / show production, Web series /original show production telecasted on the OTT platform and documentary production projects under this provision.

#### 16. **Film city :**

The Government of Madhya Pradesh shall endeavour to set up a Film City in the state, so that complete infrastructure can be made available for film makers at one place. To assess the possibilities of setting up of Film City / Cities / Film Lab with the help of private sector, a feasibility study shall be conducted by the Department of Tourism through an expert agency and a detailed project report shall be prepared for implementation.

The state government shall also provide land as per the Tourism Policy 2016 (amended 2019) for the establishment of Film City in the state and actively cooperate in the construction of infrastructure.



17. **Film Studio & Lab:**

The state government shall encourage private investment to set up film studios and processing labs in the state.

18. **Land Bank:**

Government Land Bank for setting up of tourism projects shall be available and tourism pool land shall be allotted for setting up of various Film infrastructures as per land allotment policy of Tourism Policy 2016 (Amended 2019). For Film and Media & Entertainment Industry, Special Economic Zone shall be developed through private investment and government land shall be allotted on lease for the same. Land Bank shall be made available for the following projects:

- 18.1 Skills Development Centre for Film Sector,
- 18.2 Film Institute and Training Centre,
- 18.3 Film Studio and Lab, Post Production Centre, VFX,
- 18.4 Film City,
- 18.5 Incubation Centres,
- 18.6 Start - up projects of Film Sector.

● Allottee shall have the facility to pay premiums in instalments after the land allotment. The allottee shall have to deposit the premium amount in instalments as follows: -

A - 10 % of premium (including GST) within 30 days of the issue of the allotment order.

B - 15% Premium (including GST) lease execution after occupation attainment time.

C - 25% Premium (including GST) at the time of the starting of the project.

D - 50% premium (including GST) from 180 days of project completion date.

19. **Film Screening:**

Madhya Pradesh currently has 59 Multiplex Units consisting approximately 156 Multi- screen and 149 single-screens. However, most of the single screen cinema in the state are in bad condition and require renovation/maintenance. There are multiple small towns with no cinema hall or theatres for the screening of film. It is obligatory for the state to support the existing cinema halls/multiplexes and promote setting up of new cinema halls/multiplexes in the state.



### 19.1 Single-screen cinemas:

The Government will endeavor to promote low cost single screen cinema and help them licensing. The Government will also provide 15 percent capital subsidy on capital investment made for setting up of low cost single screen cinemas in places other than municipal areas. This facility will be available only for first 03 single screen cinema houses at a single town being set up in a village/ city. Subsidy will be provided on the development of Single Screen Cinema Hall as follows:

Subsidy Scheme	Minimum Project Expenditure	% of Subsidy Against Fixed Capital Investment	Maximum ceiling of subsidy
Single Screen Cinema Hall	Rs. 50 Lakh	15%	Rs. 50 Lakh

### 19.2 Revivals of Closed and upgrading existing Cinema Halls:

Cinema Halls that has been closed shall be encouraged to reopen. Those Cinema Halls which has been closed during preceding 2 years of the formation date of commencement of this policy shall be considered.

For promoting film viewing in the cinema halls, it is also important to modernize and upgrade the facilities and technologies available in the existing cinema halls. Support in getting permission for other commercial activities shall be granted to them by coordinating with the concerned authorities. On Revival of Closed and Upgrading existing Cinema Halls, state govt. shall provide the following financial benefits.

Subsidy Scheme	Minimum Project Cost	On permanent capital expenditure grants of percent	Grant Ceiling
Upgrading Theaters	Rs. 25 Lakh	15%	Rs. 50 Lakh

● Here Cinema means 100 chairs capacity Cinema Display Hall, booking window, viewer facilities, modern equipment and parking system etc.

### 19.3 Encouraging setting up of Multiplexes:

Multiplex Cinemas have number of screens to run more than one film concurrently. For promoting setting up of new multiplexes, which have one or more cinema screens, in Madhya Pradesh, shall be granted financial subsidy as follows.





Subsidy Scheme	Minimum Project Expenditure	% of Subsidy Against Fixed Capital Investment	Maximum ceiling of subsidy
Multiplex	Rs. 1.00 cr.	15%	Rs. 75 Lakh

20. **Skill Development and Capacity Building** : Madhya Pradesh has emerged as the preferred film shooting destination for both National and International filmmakers but due to lack of skilled workforce in the state, the producers has to travel to the shooting locations along with technicians, artists and other workforce from outside the state to shooting destinations in the state causing incur higher costs.

Madhya Pradesh has immense potential of talented writers, musicians, producers, designers and artists, who can support in filmmaking activities. Facilities for artists and film technicians shall also be established in the state for skill development and capacity building in the film sector. To reduce this cost of filmmakers by the state government, necessary skilled workforce and manpower shall be developed so that the filmmaker shall be able to use the skilled workforce of the state, which shall increase employment in the state. New opportunities will be available for the youth and artists working under the theatre/ film industry in the state. Cinema Industry related training institutes, skill centres and cinema start-up projects; State Tourism Policy 2016 (amended 2019) Investment incentives will be eligible for assistance as per 6.8 and 6.19.

- 20.1 Skill development centres shall be established across the state by encouraging private investment. This centre shall have various courses and training for Film Making, Directing, Production, Lighting, Editing, Colour Grading, Sound Recording, Film Distribution & Exhibition, Animation and Graphics etc.
- 20.2 Efforts shall be made to introduce relevant film training courses in the state's industrial training institutes (ITIs) and universities in the state. The state government shall also encourage the private sector to open training institutes with latest techniques and courses related to films.
- 20.3 Incubation centres for animation and computer graphics and other technical facilities etc. will be established by encouraging private sector investment.
- 20.4 Workshop shall be organized on various subjects of film making. The state government shall organize occasional workshops/ short term courses etc. on subjects related to films in the state. It will also run educational exchange program with national and international institutions.
- 20.5 Scholarship of Rs. 50,000 / - per person per year shall be provided to the students of the state for Film & Television Institute of India (FTII) Pune, Satyajit Ray Film and Television Institute of Kolkata, National School



of Drama, Delhi and other equivalent reputed institutions. The maximum number of scholarships awarded in a year shall be 10 students. The terms/ conditions/ procedure for the scholarship shall be determined by the Film Facilitation Cell.

21. **Qualification for State Cooperation :**

- 21.1 Each production company which shall receive assistance under the film policy shall have to give the credit to the State Government and Tourism Department including the name of the shooting location in the film.
- 21.2 Logo of the State Government/ Tourism Department must be used in the credit list of Film/ TV show/ web-series/ OTT show and documentary.

22. **Implementation of the policy and validity period:** The area of Film Tourism Policy- 2020 shall be entire Madhya Pradesh and shall be valid for next 5 years from the date of notification of the policy.

23. **Dispute Resolution:** Any dispute in policy implementation shall be resolved by the Empowered Committee. The decision of the committee shall be final and binding on all concerned.

24. **Amendment:** The Empowered Committee shall be authorized to amend, clarify and explain any provision of the Film Tourism Policy-2020.



*Note : Policy Document is originally in Hindi. For easy understanding it has been translated into English.  
In case of any clarification of any part of it, Hindi version of the policy shall be considered.*



## Annexure "A"

Film shooting/ T. V. Serial / T. V. Show/ Web Series & Original Show shown on OTT platforms / documentary including the total project cost Out of the total expenditure mentioned by the applicant in the application submitted for grant , the following expenditure shall be considered for subsidy :-

1. Lead Actors fees
2. Producer fees
3. Director & Writer fees
4. Supporting Cast Charges
5. Dialogue/Story Writer fees
6. Entourage Charges
7. Extras & Features Charges
8. Direction Department Fees
9. Production Department Including Line Producer Fees
10. Camera, Grip & Light Fees
11. Sync Sound & Sync Security
12. Art Department Fees Including Wages
13. Costume Department Fees
14. Make-up & Make-up Material
15. Choreographer & Photographer Fees
16. Camera & Equipment Hire Charges
17. Sound Equipment Hire Charges
18. Light & Grip Hire Charges
19. Generator Hire Charges
20. Vanity Van , Walkies & Picture Vehicles Hire Charges
21. Workshop, Recce, Rehearsals expenditure
22. Costume Purchase & Hire Charges
23. Art, Set & Props expenditure
24. Transport Charges
25. Location Charges
26. Flights & Hotel Accommodation expenditure
27. Food & Beverage expenditure
28. Production Office Cost
29. Post Production, Legal & Auditor fees/ Charges

Apart from the above details, the Film Facilitation Cell (FFC) of Madhya Pradesh Tourism Board shall be authorized to consider the additional expenditure items and include them in the above list.





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### Madhya Pradesh Tourism Board

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