



Haryana Film Policy



Department of Information, Public Relations & Languages,
Haryana



HARYANA FILM POLICY

FILMS AS WINDOWS OF CULTURAL COLLABORATION & OPPORTUNITY

Cinema, with its immense power to educate and communicate (given that the simplicity of the audio-visual experience lends itself to tremendous outreach), is constantly evolving and has become a very contemporary and effective tool for communication. It has generated huge mass appeal and defined popular culture as well as eclectic artistic expressions. Cinema has also bridged distances and created cross-cultural collaborations. Often it has created iconic destinations out of what could have otherwise been mere locations on the map. It is these qualities of cinema that make it a catalyst for cultural and business collaborations across geographies and cultures.

SIGNIFICANCE OF THE FILM POLICY

Film policies have been devised by countries/states to facilitate a system that will provide an impetus to film talent, the business of film making and its ancillary industries within a country. In this age of global, multi-cultural storytelling, a well rounded film policy also showcases the bounties of a state that would inspire a film maker and provides to the producer, various facilities & incentives that make filming and, at times even the after-film experience, very satisfying and beneficial. In other words, Film Policy, if robust and well implemented, holds the key to evolving a film-friendly state.

OBJECTIVES AND IMPLEMENTATION OF THE FILM POLICY

Haryana is a vibrant state with a relatively young film industry but rich in the diversity of its locations, people and cultural potential. Its people are enterprising and dynamic. Films from Haryana have recently generated a lot of commercial interest and garnered laurels at the highest international and national cinematic events.



It is, therefore, the right time to formulate and implement a robust film policy with the following objectives -

1. To channelize energy of youth and open new employment opportunities by creating skill development and training facilities.
2. Development of Haryanvi cinema and creating a conducive eco-system for making Haryana a favoured destination for film makers.
3. Development of Haryanvi film talent, with special emphasis on gender equality and promotion of active participation by women.
4. Development of film cultured audiences.
5. Development of an attitude of film friendliness that will attract film makers from India and across the world to come, shoot and even release their films in the state.
6. Building consciously brand identity of the state using in-film tools as well as meticulously designed editorial strategies.
7. Preservation and archival of films and film related material.
8. Recognition and felicitation of those who have been the torch-bearers of the industry and have brought laurels and acclaim to Haryanvi cinema.
9. Promotion of culture to preserve folk, music and traditions.

SETTING UP OF HARYANA FILM CELL (HFC)

The Haryana Film Cell will have an Executive Committee and a High Powered Committee comprising government officers, professionals and experts from the film industry. The composition of the said committees will be as under :

High Powered Committee

The High Powered Committee comprising government officers / professionals / experts, will be an appropriate authority for sanctioning projects and for releasing funds under the Haryana Film Policy. The High Powered Committee will also act as an advisory body to guide the Executive Committee on implementation of provisions of the Haryana Film Policy. The High Powered Committee shall have following as its members:



1	Administrative Secretary, Information, Public Relations and Languages Department, Haryana	Chairperson
2	Nominated Member (renowned film expert)	Vice Chairperson
3	Administrative Secretary, Tourism Department, Haryana	Member
4	Administrative Secretary, Art and Culture Affairs Department, Haryana	Member
5	Director General, Information, Public Relations and Languages Department, Haryana	Member Secretary
6	Vice-Chancellor, State University of Performing & Visual Art, Rohtak (SUPVA)	Member
7	Eminent film personalities (Six)	Members

Executive Committee

An Executive Committee will be constituted under the HFC. The committee will examine the eligibility and fix criteria (total credit point score) to provide financial and other incentives to film makers as per the Haryana Film Policy. The committee will assist and submit its recommendations to the High Powered Committee. The Executive Committee would function under the aegis/administrative control of the Department of Information, Public Relations and Languages, Govt of Haryana. The composition of the Executive Committee will be as under :-

1	Director General, of Information, Public Relations and Languages	Chairperson
2	Nominated Member (Renowned film Personality)	Vice Chairperson
3	Director, Art & Cultural Affairs Department	Member
4	Director, Tourism Department	Member
5	Joint Director/Deputy Director (Film)	Member Secretary



6	Five Nominated Members from a panel of Film Makers/Director (Script writer, Technical, Direction & others side)	Members
7	Legal Expert	Member

To achieve the objectives of the Film Policy, the Haryana Film Cell (HFC) will make the following interventions -

1. Create incentive structures for making Haryana a preferred destination for filming.
2. Build a well strategised and focussed branding of Haryana in films and in the narratives surrounding those films.
3. Facilitate/contribute to the overall growth of the Haryanvi Film Industry.
4. Take measures to promote film tourism in the state.
5. Create and develop ancillary industries/business opportunities that co-exist with film making and also support it.
6. Recommend exemptions/ relaxations and other financial incentives.
7. Visualise film industry from value chain perspective and help recognise the fact that factor market dynamics need to be addressed to favour this sector.

REDRESSAL OF GRIEVANCES (DISPUTE MECHANISM)

In case any dispute arises, the matter would be referred to Administrative Secretary, Information, Public Relations and Languages Department, Haryana, for redressal. All disputes arising under the terms & conditions of Haryana Film Policy shall be subject to the jurisdiction of Chandigarh.



DEFINITIONS OF THE CATEGORIES OF FILM AS QUOTED IN THIS POLICY

- a. Haryanvi Films– Indian language films which satisfy the minimum criteria prescribed for Haryanvi films as given in Article-A.
- b. Non-Haryanvi Films – Indian language films which satisfy the minimum criteria prescribed for non-Haryanvi films as given in Article -A.
- c. International Films – Films produced by international producers. These would also include International Co Productions – i.e. Films shot in Haryana by a Haryanvi / Indian Producer collaborating with one/multiple producers from across the world.

Note - Special consideration will be given to Mega Projects - i.e. with an overall production budget of more than ₹30 Crore – in Hindi or in any other Indian language by the HFC on a case to case basis.

SALIENT FEATURES OF THE POLICY

1. SINGLE WINDOW PERMIT

Implementation of a simple process for all permits and clearances through a single-window mechanism for all production houses to shoot films in Haryana. This will incentivise and boost domestic (studio backed as well as independent) and international film production houses in Haryana. Single Window Cell, a part of the HFC, will facilitate promotion of film tourism, including clearance for film shooting in the state. A nodal officer will be appointed in each of the stakeholder line departments in Haryana for purpose. The applicant shall submit application one month before the actual shooting schedule and the HFC shall examine and process the application within seven working days. The competent authority shall reserve the right to decline permission without assigning any reason.

2. INCENTIVES FOR HARYANVI FILMS AND PROMOTION OF FILM SHOTS IN HARYANA

Film makers and film producers in India and from across the world should feel encouraged to shoot in a state which offers good financial incentives for shooting, production, release and general administrative systems. This would include financial support which will be determined by a Credit Points system as mentioned in Article -A. The scheme of incentives has been so designed as to encourage film makers and production houses in the country and from across the world to shoot in Haryana.



A film's eligibility for the same would be determined by the Minimum Credit Point Score (MCPS). The Total Credit Point Score (TCPS) will determine the incentive that will be given to the film. Minimum credit points are compulsory to qualify (as detailed out in Article-A).

Fifty per cent (50%) of the total budget allocated to film incentives will be dedicated to Haryanvi films.

3. DEVELOPMENT OF INFRASTRUCTURE

A) SETTING UP OF FILM & TELEVISION (TV) STUDIOS –

The State Government shall support setting up of film and TV studios in Haryana having production and post-production facilities to incentivise shooting and making of films in the state. The State Government will strive to set up a Film City in Haryana in the PPP mode or as deemed appropriate according to the business model to be decided by the HFC.

B) UPGRADE FILM & TELEVISION (TV) INSTITUTES & EXPAND THEIR SCOPE

The State Government has already set up a State University of Performing and Visual Arts in Rohtak. It offers courses on film making and also imparts technical training to enable the trainees to make films. The core technical departments have full-fledged programmes taught by qualified and experienced film academics and film makers. In addition to this, there would also be short-term, specific courses to develop skill sets for the line crew like art setting department, camera attendants, sound attendants, production staff and location managers. Skill Development Initiative will also be taken for training and development of content and talent to strengthen the future of the entertainment industry in Haryana.

The HFC shall impart training through labs e.g. a screen writers' lab, directors' lab and a producers' lab.

C) SETTING UP OF THEATRES (MINIPLEXES) AND ALTERNATE EXHIBITION FORA

Setting up of screen theatres/cinema halls and alternate exhibition facilities like travelling talkies and special institutional screening forums (e.g. screening schedules through Gram Panchayats, local



schools, etc.) in Haryana, particularly in the rural areas, would help in the entertainment of rural masses at low cost, inculcate film watching culture and provide impetus to the production of more Haryanvi films in the state.

C(i)- The long-term goal of the policy is to achieve a screen–population density ratio of 1:50,000 initially. The HFC will actively collaborate with digital cinema distribution entities to set up miniplexes in urban / semi urban / rural centres. With a view to facilitating this growth, the government will make the following interventions –

- Facilitating land and / or theatre acquisition / theatre renovation to encourage development of new miniplexes (capacity 70-100 pax) as well as upgrading older theatres. This would be in synergy with the department concerned for ensuring provision for speedy relevant clearances.
- Encourage miniplexe in cities-near bus stands, popular shopping areas, culture centres etc – for natural traction of audiences & also to ensure profitability.
- Policies of various departments will be amended to facilitate this. Change in Land Use related policy will be made film-friendly by attracting film and film related institutes and establishments in low and medium potential zones. Similarly, for the areas within the purview of Panchayats and Urban Local Bodies, similar support will be extended through film-friendly policies.
- Provision for public utilities : Norms for facilities like water, uninterrupted power supply, good connectivity, parking space, safety & facilities will be formulated in synergy with the State Government and other public agencies keeping in view the restrictions defined in the Cinematograph Act. Play area for children, moderately priced cafeterias and restaurants and other amenities will be encouraged to attract optimum family footfall.
- Single window clearance for prompt clearances and permissions.
- Promotional support : As far as possible, all government controlled / owned spaces like state tourist complexes, government office lobbies, railway stations & bus stands etc - will have display spaces for promoting miniplexes.
- State could hire a credible and experienced private consultant to oversee the processes of setting up and running all miniplexes.



- Leveraging expertise of knowledge firms and companies for getting studies conducted on various aspects of Haryana film industry and content acquisition as per government norms, technical infrastructure, operations & management of theatre and premises (including parking & access matters). The Govt. realizes that understanding of the sector in the background of urban governance is sine qua non for realization of the objectives.
- Content for miniplexes could include Haryanvi films (with prime time show timings on priority basis in release week), dubbed international content, non-Haryanvi films (dubbed / with subtitles), National Award winning films (dubbed / with subtitles), and children's and educational films. Prime time slot would mean film shows scheduled between 4 pm and 9 pm.
- All films availing of the priority scheduling provision will need to submit proof of relevant certification from the HFC.
- It would be mandatory for the miniplexes to have a showcase / display/sale area for local arts & crafts, local cinema scheduling.

C(ii) Facilitate Alternative On-Ground Exhibition Models: For the far flung and rural areas where constructing new screens might not be viable or a later proposition, special provisions for exhibition could be made with adequate security arrangements (i.e. protection from piracy) for the film. The two models recommended are :-

- **Traveling Cinema or the Cinema Van** – Whereby a film can be taken from centre to centre using a self - sufficient exhibition vehicle (i.e. the cinema van) equipped with projection and screening facilities.
- **Traveling Cinema or Makeshift Theaters** – Whereby the film can be provided on a non-DCP/print format – i.e. a copy-protected movie file to be screened at pre-determined centres.

D) DESTINATION MARKETING FOR STATE OF HARYANA

The HFC will take several initiatives to promote Haryana as a leading destination for shooting and production of all feature and non-feature content - films, digital content and television shows. The list of deliverables for the producer of incentivized films would include incorporation of the logo of the HFC

- as a solo credit in opening credits in Haryanvi Films
- as part of slide featuring partner logos in opening credits of



non-Haryanvi Films

- as part of partner logos mentioned in the end roll of international and mega budget films, and also
- adequate mention/acknowledgment to all concerned departments and locations used in the end roll of film.

E) DEVELOPMENT OF SHOOTING PLACES

The state government will identify, catalogue and develop promising potential shooting locations which have aesthetic and cinematic appeal. These locations will be developed in synergy with the Tourism Department and private investors.

F) SECURITY ARRANGEMENTS FOR FILM PRODUCTION

The State Government will ensure absolute security and crowd control facilities during film shoots. Appropriate security and safety arrangements would be made free of cost to enable the film makers to complete shooting. Permission to shoot shall include police clearance and shall be granted within seven days on the online portal. The security team will be specially trained / oriented for film shoots. A liaison officer from the Home Department will coordinate with the HFC to ensure security.

G) PROHIBITION OF ILLEGAL EXHIBITION OF FILMS AND VIDEO PIRACY

The State Government will strictly implement the laws related to checking video piracy and illegal exhibition of certified and quality films.

4. ORGANISING HARYANA STATE FILM AWARDS

The Haryana State Film Awards (“Awards”), organized by the HFC, will aim at encouraging production of films of aesthetic and technical excellence and social relevance. The awards will also aim at encouraging the study and appreciation of cinema as an art form. Awards/ Honours will be initially divided into broadly three categories (Article - B) :

- a. Awards of Excellence for Haryanvi Films
- b. Best film promoting Haryana as a destination
- c. Felicitation of Haryanvi film makers who have won awards at select national and international film festivals and forums.

Felicitation amount will be determined by the HFC as deemed appropriate from time to time.

5. RESTORATION & PRESERVATION OF HARYANVI FILMS

A Haryana State Film Archives will be formed in collaboration with State University of Performing and Visual Arts, Rohtak, to protect and preserve all past and present film material produced in the State. This will enable the Government to not only maintain a record of the acclaimed work but also create a data base of the film industry going forward. Existing archives, as identified by the committee to be of archival value, should be restored in mission mode.

Producers will be encouraged to deposit a copy of their film and publicity material with the archives. Archives will ensure proper storage, cataloguing and maintenance of the films.

6. AUDIENCE DEVELOPMENT PROGRAMME

The State Government will promote organizations to enable the cinema to reach the audience. Film Festivals would be organised every year which would provide a platform to the people of Haryana to experience films of international, national and regional repute. In addition to the above, this would help in promoting the interest of people in cinema.

7. FILM AS INDUSTRY

Film industry is an important vehicle for social, cultural and economic development. Thus, a well nurtured film industry can be a major source of wealth creation, employment generation and effective tool and platform for preservation of culture and expression of the people of Haryana. The industry can promote Haryana's potential as an investment and tourist destination even as it acts as a powerful tool for dissemination of its culture. Accordingly, "Film" will be covered under the definition of "enterprise." This would make production of films eligible for the grant of incentives under the Enterprise Promotion Policy, 2016.

ARTICLE - A

The film's eligibility for incentives gets determined by the *Minimum Credit Point Score (MCPS)*. The *Total Credit Point Score (TCPS)* will determine the incentive that will be given to the film.

Allocation of Credit Points for the Culture Test for Film

S No	Cultural Test	Max Achievable	Min Required by Haryanvi Films	Max CPS potential by Haryanvi Films	Min Required by Non Haryanvi Films	Max CPS potential by Non Haryanvi Films
A	<u>Cultural Content related to Haryana</u>					
A1	Original Dialogue Recorded (i.e. ODR) in Haryanvi language or Punjabi language or both. Majority language should be Haryanvi.	5	3	5	0	5
a	ODR > 80 % - 90%			5		
b	ODR 70% - 80%			4		
c	ODR 60%-70%			3		
A2	Film set in Haryana-- <i>ie films that have Haryana as a backdrop / films with stories set in Haryana</i>	5	2	5	0	5
a	Screen Time 70% - 80%			5		
b	Screen Time 60% - 70%			4		
c	Screen Time 50% - 60%			3		
d	Screen Time 40% - 50%			2		
A3	Lead characters Haryanvi --ie Haryanvi characters in the story	5	2	5	0	5
a	Primary characters			5		
b	Secondary characters			4		
c	Ambience / Junior artists			2		
A4	Film based Haryanvi subject matter or underlying material	5	2	5	0	4/5
a	Subject matter 70%-80%			5		
b	Subject matter 60%-70%			4		
c	Subject matter 50%-60%			3		
d	Subject matter 40%-50%			2		
A5	The film demonstrates Haryanvi creativity, Haryanvi art & cultural/historical/architectural heritage and/or diversity (Points to be given on Quantitative and Qualitative basis)	5	3	5	0	5
A6	The film demonstrates and propagates message of nationalism / patriotism along with reflection of social issues	5	0	5	0	5
	Total Section A	30	12	30	0	29

S No	Cultural Test	Max Achievable	Min Required by Haryanvi Films	Max CPS potential by Haryanvi Films	Min Required by Non Haryanvi Films	Max CPS potential by Non Haryanvi Films
B	Shooting in Haryana	50	30	50	30	50
a	Between 0 days and 10 days	10	—	10	—	10
b	Between 11 days and 20 days	20	—	20	—	20
c	Between 21 days and 30 days	30	—	30	—	30
d	Between 31 days and 40 days	40	—	40	—	40
e	Beyond 41 days	50	—	50	—	50
	Total Section B	50	30	50	30	50
<p>Note - 1 In case of this category (i.e. contents related to Haryana), the CPS has to be reviewed as part of the larger score as well as individually to ascertain the exact weightage as per %age of film shot in the state. 2 In this category, the points will be awarded vis-a-vis the shooting done on actual number of days. For example if the shooting is undertaken for 35 days then 35 points will be given.</p>						
C	Use of Haryanvi Talent, Cast & Crew					
C1	Cast	8	4	8	2	8
C1a	Lead Actor Male 1 Point --- IF From Haryana 1 Point --- IF National Award Winner	2	1	2	0	2
C1b	Lead Actor Female 1 Point --- IF From Haryana 1 Point --- IF National Award Winner	2	1	2	0	2
C1c	Supporting Actor Male 1 Point --- IF From Haryana 1 Point --- IF National Award Winner	2	1	2	1	2
C1d	Supporting Actor Female 1 Point --- IF From Haryana 1 Point --- IF National Award Winner	2	1	2	1	2
C2	Crew	24	10	24	5	24
C2a	Producer 1 Point --- IF From Haryana (Main Producer/ All Producers/ Co Producer) 1 Point --- IF Female Producer From Haryana (Main Producer / Co-Producer/ All Producers) 1 Point --- IF National Award Winner	3	1	3	0	3
C2b	Director 1 Point --- IF From Haryana 1 Point --- IF Female Director from Haryana 1 Point --- IF National Award Winner	3	1	3	0	3
C2c	Writer 1 Point --- IF From Haryana 1 Point --- IF Female Writer from Haryana 1 Point --- IF National Award Winner	3	1	3	0	3

S No	Cultural Test	Max Achievable	Min Required by Haryanvi Films	Max CPS potential by Haryanvi Films	Min Required by Non Haryanvi Films	Max CPS potential by Non Haryanvi Films
C2d	Director of Photography 1 Point --- If From Haryana 1 Point --- If Female Writer from Haryana 1 Point --- If National Award Winner	3	1	3	0	3
C2e	Sound 1 Point --- If From Haryana 1 Point --- If National Award Winner	2	1	2	0	2
C2f	Editor 1 Point --- If From Haryana 1 Point --- If Female Editor from Haryana 1 Point --- If National Award Winner	3	1	3	0	3
C2g	Music Composer 1 Point --- If From Haryana 1 Point --- If National Award Winner	2	1	2	0	2
C2h	Make up & Hair (plus 1 with national awards)	1	1	1	1	1
C2i	Production Team (at least 5 persons from Haryana)	2	1	2	2	2
C2j	Skilled Workers (at least 5 persons from Haryana)	2	1	2	2	2
	Total Section C	32	14	32	7	32
	Total all sections	112	56	112	37	112

Incentive Provided for Credit Points Scored

S. No.	Category	Min (CPS Range) Points Required Lowest Category	CPS Range For Highest Category
1	Haryanvi Films	56-84	85-112
	1st film of Producer - Financial Support from HFC	50 % of the total production cost spent in Haryana with a cap of ₹ 1 crore whichever is lesser.	50 % of the total production cost spent in Haryana with a cap of ₹ 2 crore whichever is lesser.



S. No.	Category	Min (CPS Range) Points Required - Lowest Category	CPS Range For Highest Category
	2nd film onwards of Producer - Financial Support from HFC	An increase of 20% in the incentive given to the 1st film of the producer in case (a) it is an official selection at National & International Film festivals of repute (b) It wins a National or a State Award	
	Subsidy on Locations -100% discount on state owned locations for shooting purpose		
2	Non Haryanvi Films	37-75	76-112
		30% of Production Budget OR a cap of ₹ 1 Crore - whichever is less	30% of Production Budget OR a cap of ₹ 2 Crore - whichever is less
	Subsidy on locations -50% discount on state owned locations for shooting purpose		
3	International Films		
	50% discount on state owned locations charges for shooting purposes		
Note : IPRL Department/ HFC will compensate the state owned locations agency (i.e. like Tourism deptt or others etc.) for the rebate extended to the film maker (as available) for using locations for shooting schedule/ purpose.			
4	Short Film (on social issues)		
	A grant of ₹1 Lakh or 50% of the total production cost, whichever is less		
5	Documentary Film		
	Up to 30 mins- a grant of ₹ 3 lakh or 50% of total cost - whichever is lesser		
	Above 30 mins- a grant of ₹ 5 lakh or 50% of total cost - whichever is lesser		
	Note - Financial support in this category to include the money / sponsorship amount to be paid to the individual / entity on whom the documentary is being made.		
6	Debut Film		
	For producer from Haryana, qualified from a recognised film / media institute with a relevant portfolio of work samples attached	1st Short / Documentary film of Filmmaker / producer - Development Fund of ₹ 25,000	
		1st feature film of Filmmaker / producer - Development Fund of ₹ 50,000	

PRESETS

1	A film needs to score in all sections to be eligible for financial incentives as per Haryana Film Policy	
2	One film per year will be reserved for the debut film of a Haryanvi Director/ Producer with professional qualifications and with Haryana's crew.	
3	<p>For any of the Cast and Crew (as mentioned in category C) to qualify as Haryanvi, She/He has to fulfill any of the following parameters :</p> <ol style="list-style-type: none"> 1. Had stayed for at least 2 years in Haryana 2. Birthplace in Haryana 3. Should have property in Haryana <p>Note : To support either of the above, any documentary evidence establishing relation with Haryana will be admissible</p>	
4	<p>Disbursal of funds</p> <p>Will be disbursed to the Producer , in three slabs on approved screenplay & production budget (Approval to be given by committee set up by HFC for the purpose)</p>	
4a.	Within 7 days of submission of Rough Cut	50%
4b.	Within 7 days of submission of Censor Board Certificate	25%
4c.	Within 7 days of submission of release and Full & Final Accounts	25%
5	For Haryanvi Films there will be compulsory two prime time shows daily @ 1 film per week across all plexes in Haryana.	
6	For Haryanvi Films shortlisted for International/ National Film Festival, there will be provision for travel and stay for one member (Director/ Actor) of the film.	

CAPS

1	Not more than 12 films will be given financial benefit in a year under the policy.
2	One film shall not avail more than one financial benefit.

ARTICLE - B

AWARDS / HONORS

S NO	CATEGORIES -Film Production Set Ups
1	All Haryanvi films---i.e. for Haryanvi, Punjabi language films made in Haryana, the Awards shall be given in the following category
a	Best Film
b	Best Director, Feature Film
c	Best Actor in Male Role
d	Best Actor in Female Role
e	Best Cinematographer, Feature Film
f	Best Editor, Feature Film
g	Best Writer(story/script)
h	Best Debut Film
I	Best Documentary Film
j	Best Haryanvi Short Film
k	Best Public Service Film
l	Best Music Video
2	Best film promoting Haryana as a destination
3	Felicitations - Special acknowledgement and award instituted for Haryanvi filmmakers who have won the National award / an award at a film festival in India/an award at an international film festival. Felicitations amounts proposed
a	To Producer for National Award - Haryanvi language (Best Film)
b	For National Award - Haryanvi language (Best Technician of Haryana)
c	For National Award (non-region specific) Grade A Festival Grade B Festival
d	For International Award from list of recognized International Film Festivals
e	Scholarship for girl students of Haryana (production/direction) - Will be funded by Haryana Film Cell





देशोऽस्ति हरयाणाख्यः पृथिव्यां स्वर्गसन्निभः

हरियाणा नाम का एक देश (प्रदेश) है
जो इस धरती पर स्वर्ग के समान है ।

There is a place called Haryana
which is like heaven on the Earth

