



ODISHA STATE FILM POLICY 2019



 **ODISHA**
NEW OPPORTUNITIES



Government of Odisha

Industries Department

Resolution No.: 1576/ Bhubaneswar, Odisha

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1. Preface

The Indian film industry is one of the fastest growing sectors in the country today and has grown from INR 122 billion in 2016 to INR 156 billion in 2017, representing a growth rate of 28%. Over the years, the industry's revenues have grown significantly and the projected size of the industry is estimated to reach INR 204 billion by 2019. 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 2015–16. Odia film industry has played an important role in the history of Indian cinema.

The history of films in Odisha dates back to the production of the first Odia film "Sita Bibaha" in 1936. Over the past 83 years, the industry has come a long way, contributing to economic growth and employment creation. Today, approximately 50 Odia films are being produced annually, and the industry presents enormous potential for further growth.

Odisha intends to be a leader in the development of the sector, by creating a conducive ecosystem for production of films in the State. The development of this sector will not only help in the growth of Odisha's economy, but also act as an important medium to boost tourism through promotion of State's rich cultural heritage, history, architecture, tourist destinations and varied ethnicity. The Odisha State Film Policy 2019 aims at facilitating development of the sector through creation of an appropriate framework of policy and infrastructure.

2. Objectives

The key objectives of Odisha State Film Policy 2019 are:

- a. To promote quality Odia films
- b. To facilitate film tourism in the State
- c. To establish Odisha as a destination for film shooting
- d. To improve screen density in Odisha

3. Policy Period

The policy will remain in operation upto 31.03.2022, or until substituted by another policy, whichever is earlier.

4. Scope

The Policy would provide incentives and exemptions in conjunction with any other applicable existing policies of the State and Government of India. Incentives may be availed either from this policy or from any other policy of the State, but not both.

5. Eligibility criteria for films for incentives

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

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

6. Institutional support

6.1. Single Window Approval Process for films shooting in Odisha

A Single Window Committee shall be constituted, headed by the Managing Director (MD), Odisha Film Development Corporation (OFDC), which shall :

- a. Provide approvals for film shooting in Odisha
- b. Facilitate coordination with State/Union government bodies such as Airport Authority of India, Archaeological Survey of India, etc. for approvals, as required

The Single Window Committee shall have the following composition:

- i. Managing Director, Odisha Film Development Corporation (Chairman)
- ii. 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 and Culture
 - f) Tourism
- iii. Additional District Magistrate or above rank officers from concerned districts
- iv. Additional Director or above level officers from other institutions, as required (such as Archaeological Survey of India, Airport Authority of India, Defence establishments, etc.)
- v. Joint Secretary or above rank officers from any other concerned departments, as required

6.2. Applications for Film city, Multiplexes and Cinema Halls through GO-SWIFT

Investors proposing to set up Film city, Multiplexes and Cinema Halls shall apply online through the Government of Odisha – Single Window for Investor Facilitation and Tracking (GO SWIFT) portal. Odisha Film Development Corporation (OFDC) shall facilitate the approval of the applications, and, implementation of all projects will be monitored by the State Level Single Window Clearance Authority (SLSWCA).

7. Encouraging filmmakers to shoot in Odisha

To encourage filmmakers to shoot in Odisha, the following subsidy shall be provided:

- 7.1.** A subsidy of 25% of the total cost of the film shall be provided to English/ Hindi/ International/ other language films which 'promote Odisha, its culture, heritage, tourist destinations, etc.' This subsidy shall be –
- Limited to INR 1.25 crore, for films which have a minimum of 5% of the screen time 'promoting Odisha, its culture, heritage, tourist destinations, etc.'
 - Limited to INR 2.50 crore, for films which have a minimum of 10% of the screen time 'promoting Odisha, its culture, heritage, tourist destinations, etc.'
- 7.2.** A subsidy of 25% of the total cost of the film shall be provided to Odia films which convey 'aesthetic excellence, high technical standards and social relevance'. This subsidy shall be –
- Limited to INR 1.25 crore, for films with at least 50% of the total shooting days in Odisha
 - Limited to INR 2.50 crore, for films with at least 90% of the total shooting days in Odisha
- 7.3.** Subsequent films by the same producer meeting the above criteria shall be provided with the following quantum of subsidy:

Shooting in the State	<i>'English, Hindi, International, other language films' which have a minimum of 5% of the screen time 'promoting Odisha, its culture, heritage, tourist destinations, etc.'</i> OR <i>'Odia films' with at least 50% of the total shooting days in Odisha, limited to the following amount</i>	<i>'English, Hindi, International, other language films' which have a minimum of 10% of the screen time 'promoting Odisha, its culture, heritage, tourist destinations, etc.'</i> OR <i>'Odia films' with at least 90% of the total shooting days in Odisha, limited to the following amount</i>
2 nd film	INR 1.50 crore	INR 3.00 crore
3 rd film	INR 2.00 crore	INR 4.00 crore

- 7.4.** A scrutinizing committee shall be constituted headed by the Managing Director (MD), Odisha Film Development Corporation (OFDC) and experts from the Film industry, experts on Odisha and Odia culture to screen applications for availing this incentive. The committee will provide the approval after the release of the film.

8. 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:

- i. Minimum of 10% of the screen time should 'promote Odisha, its culture, heritage, tourist destinations, etc.'
- ii. Budget of the film is a minimum of INR 50 crore
- iii. The Film has an Odisha specific context, in terms of promotion of 'Odisha' or 'its culture' or 'heritage', or 'tourist destinations', etc.

A scrutinizing committee shall be constituted headed by the Managing Director (MD), Odisha Film Development Corporation (OFDC) and experts from the Film industry, experts on Odisha and Odia culture to screen applications for availing this incentive. The committee will provide the approval after the release of the film.

9. Concession on stay for Shooting in Odisha

Odisha Tourism Development Corporation (OTDC) properties, Government Guest Houses, Forest Guest Houses, Circuit Houses, etc. would be rented at the prevailing official rates to the 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.

10. Development of Film city and Kalinga Studio

10.1. 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:

- a. Government land shall be provided at industrial land rates
- b. External infrastructure may be provided by the state government
- c. Upto 30% of the land will be allowed to be used for development of other Tourism Units

10.2. Kalinga Studio

The Kalinga Studio complex was setup by the Odisha Film Development Corporation (OFDC) in 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.

11. Incentives for development of Film Cities, Cinema Halls and Multiplexes

The following incentives shall be provided for development of Film Cities, Cinema Halls & Multiplexes in Odisha. Multiplexes and cinema halls in Bhubaneswar and Cuttack shall not be eligible for any incentives under this Policy.

11.1. Capital investment subsidy

- a. Capital investment subsidy shall be provided to eligible cinema halls and multiplex projects, at the rate of 20% of the investment, subject to a ceiling of INR 4 crore.
- b. Only the first three film cities shall be eligible for the capital investment subsidy.

The 1st film city project in the State will be eligible for subsidy as below:

- i. In case the investment is of INR 50 crore or below, a subsidy at the rate of 40% of the investment shall be provided, subject to a ceiling of INR 20 crore.
- ii. In case the investment is more than INR 50 crore, a subsidy at the rate of 40% of the investment shall be provided, subject to a ceiling of INR 30 crore.

The 2nd and 3rd film city projects in the State will be eligible for a subsidy at the rate of 20% of the investment made, subject to a ceiling of INR 15 crore.

11.2. Allotment of Land

Land for Film City, Cinema Halls and Multiplexes shall be allotted at concessional rates as per the provision of IPR 2015 or as per the guidelines to be fixed by the Government from time to time. The land for this purpose can be directly allotted by the Collectors at the rate mentioned in the IPR or by IDCO at the rate as applicable for industrial units.

11.3. Interest subsidy

An interest subsidy at the rate of 5% per annum subject to maximum total of INR 1 crore over 5 years period shall be available to the new projects. The subsidy will be available to eligible projects after 1 year from date of commencement of commercial operation of the project, maximum upto 5 years.

11.4. Stamp Duty exemption

New projects shall be eligible to get 100% exemption in Stamp Duty on purchase of land. Such reimbursement shall be made after commercial operation of the project.

11.5. Reimbursement of Land conversion charges

New projects shall be eligible to get 100% reimbursement of the land conversion charges. Such reimbursement shall be made after commercial operation of the project.

11.6. Reimbursement of SGST

New projects shall be eligible for reimbursement of 100% of net SGST for a period of 7 years from the date of commercial operation limited to 200% of cost of plant & machinery or 100% of the project cost, whichever is low, in a tapered manner. The SGST reimbursement shall be applicable to the net tax paid towards the SGST after adjustment of input tax credit against the output tax liability.

11.7. Exemption in electricity duty

New projects will be exempted from payment of electricity duty up to a contract demand of 5 MVA for a period of 5 years.

11.8. Environmental protection infrastructure subsidy

New projects shall be eligible for reimbursement of 20% of the capital cost of setting up Effluent Treatment Plant / Sewerage Treatment Plant subject to a ceiling of INR 20 lakh. Such reimbursement shall be made only after commercial operation of the project.

11.9. Upgradation of screening infrastructure

For upgrading single screen cinema halls, amount of minimum investment of INR 1 crore in identified infrastructure (Generators, AC, Sound System, etc.) shall be reimbursed subject to a ceiling of 50% of the net SGST for a period of 5 years.

12. Training and Scholarship

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

- a) Students from the State receiving training at -
 - i) Film and Television Institute of India, Pune
 - ii) Satyajit Ray Film and Television Institute, Kolkata
- b) Top 5 students (on merit basis) enrolling in each course at Biju Patnaik Film and Television Institute of Odisha (BPFTIO), on admission.

13. 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:

- a. The institute shall be upgraded to a Degree level institution
- b. New courses shall be introduced on the subjects of Direction, Acting, Script writing and Screenplay writing
- c. An Incubation centre for animation and computer graphics based film making shall be developed at the institute

14. 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.

15. Dedicated website for promotion of film sector

A dedicated website shall be developed with audio-visual information on destinations for film shooting, talent pool availability, details of production and post production facilities in Odisha.

16. Awards and Recognition

Odia films shall be encouraged through Annual Awards as per the Odisha State Award Film Rules 2010 and its amendments.

17. 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.

18. General Terms and Conditions

- a. Doubts relating to interpretation of any term and/or dispute relating to the operation of any provision under this policy shall have to be referred to the Industries Department, Government of Odisha for clarification/resolution and the decision of Government in this regard shall be final and binding on all concerned.
- b. Any act or policy of Government of Odisha along with its rules and procedures thereunder that is conflicting with this policy, its rules and procedures shall be suitably amended to the extent required to bring conformity with this policy.
- c. No right or claim for any incentive under this policy shall be deemed to have been conferred merely on the ground of provision in this policy. Implementation of various provisions covering the incentives, subsidies, etc. will be subject to the issue of detailed operational guidelines/statutory notifications, wherever necessary, in respect of each item by the concerned Administrative Department.
- d. The State Government has the right to amend any provision of this policy any time.

19. Ineligible Films for Incentives

The following films shall not be eligible for any incentives:

- a. Remake of a film
- b. Dubbed version of a film or revised version of a film
- c. Films that are derogatory to Odisha, her culture/people/places, etc. or poses a threat to national integrity, sovereignty and religious harmony

ANNEXURE I

Definitions and Interpretations

1. "Budget / Cost of the Film" means the total eligible expenditure towards making of the film. The constituents of the eligible expenditure shall be as per the operational guidelines.
2. "Film" means a cinematograph film where as "Cinematograph" means any apparatus for the representation of moving pictures or series of pictures as defined in the Cinematograph Act, 1952. The film should be of minimum 90 minutes running time and Certified U or U/A by Central Board of Film Certification (CBFC).
3. "Cinema Hall" means a new or existing building infrastructure for viewing films, built with a minimum capital investment of INR 1 crore.
4. "Multiplex" means a new building infrastructure for viewing films with at least 3 screens, and, with modern projection system, sound system, air conditioning, etc. This should have been built with a minimum capital investment of INR 3 crore.
5. "Film City" means an integrated and multi facility film making complex, setup over a minimum area of 25 acres, with facilities for indoor and outdoor shooting, production services and post production services.
6. "Shooting Days" means total number of effective days of shooting undertaken in the State for making the Film
7. "Tourism Unit" means a legal entity under the relevant law, engaged or to be engaged in providing any service related to travel and tourism. Following units will be considered as Tourism Units:
 - a. Star Category Hotels
 - b. Heritage Hotels
 - c. Apartment Hotels
 - d. Motels
 - e. Convention Centres
 - f. Resorts
 - g. Tented Accommodation
 - h. Tourism & Hospitality Training Institutes
 - i. Amusement Parks / Water Parks / Theme Parks
 - j. Adventure Sports
 - k. Wayside Amenities

Abbreviations

1. "BPFTIO" Biju Patnaik Film and Television Institute of Odisha
2. "CBFC" Central Board of Film Certification
3. "GO SWIFT" Government of Odisha – Single Window for Investor Facilitation and Tracking
4. "IPR" Industry Policy Resolution 2015
5. "IDCO" Odisha Industrial Infrastructure Development Corporation
6. "OFDC" Odisha Film Development Corporation
7. "OTDC" Odisha Tourism Development Corporation
8. "SGST" State Goods and Service Tax
9. "SLSWCA" State Level Single Window Clearance Authority



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