

Film Policy of Uttar Pradesh

1. Preface

1.1 Cinema emerged as a powerful medium of socio-cultural transformation in India during the 20th century. Being an industry of entertainment, it has left an indelible mark on the people's social behaviour and played a very significant role in the growth of mass culture. Today, cinema has assumed the form of a very important economic activity. The powerful medium of cinema has also played a major role in promotion of tourism by familiarising the spectators in a large number with scenic beauty and rich cultural heritage. Undoubtedly, the Indian films have been of great help in projecting the image of contemporary India not only within, but also outside of India. The importance of cinema is being realised day by day all across the globe. The Government of India has decided to accord the status of industry to films. The Uttar Pradesh Government took such a decision way back in the year 1998. In the current century, cinema is a much stronger medium not only for entertainment, but also for employment, social awareness and promotion of culture.

1.2 Uttar Pradesh has played a very vital role in rise of Indian cinema. It has given to the film industry several film producers, directors, artistes, lyricists, musicians and script/screen play writers of eminence. Even after creation of Uttaranchal, the huge land area that remained with Uttar Pradesh is still abundant with cultural heritage including glorious history of the state, its opulent architecture and cultural diversity, a sine qua non for film making. Although, the film policy was announced in 1999, even then the need was felt to make some amendments, which were made to include the relevant provisions, so that the unlimited resources available in the state may be used for film shooting and production of films in Uttar Pradesh.

1.3 The need of the hour is to create a suitable environment which not only invites shooting of films on a large scale in the state, but also promote other activities which are related to various aspects of film production for the purpose of overall development. The purpose of this policy is to provide a strong infrastructure for overall development of the film industry in the state and to create a suitable environment for the same.

2. Objectives

- To develop the state of Uttar Pradesh as an important centre for the production of films.
- To provide information about the most amazing, incredible and delightful places in Uttar Pradesh and the means to attract tourists.
- To promote and publicize the cultural, mythological and historical heritage and the rich traditions of the state, in the country as well as in other parts of the world.
- To provide opportunities for development of acting and film making talent in the state.
- To provide opportunities for job creation in the state.
- To provide means for attracting additional investment in the state through film industry.
- To provide healthy and relatively inexpensive entertainment to the people of the state as well as the country.

3. Strategy

The state government is trying to make the best possible efforts to cater to the above mentioned objectives and for this purpose, it has constituted 'UP Film Bandhu'. Following efforts

will be made to create a suitable environment for film production in the state:

- To provide assistance in development of the best and a very competitive infrastructure at the national level.
- To renovate the existing infrastructure.
- To provide means for renovation and upgradation.
- To provide required facilities.
- To provide administrative support.
- To attractive packages of financial incentives.
- To provide attractive schemes/ systems of financial support required in the appropriate cases.
- To promote non-government organisations engaged in the publicity of cinema.

4. Definition

The definition of cinema will be the same as laid down in the Indian Cinematography Act.

5. Infrastructure

5.1 Infrastructure of specific type is required for films. The state government will promote creation of such type of infrastructure in private and joint sectors. The state government will make efforts to remove shortcomings of the existing infrastructure as far as possible, until infrastructure is made available in the private sector.

5.2 The infrastructure required for shooting and film production can be classified in following categories in general:"

- Infrastructure like studios and processing labs for shooting and film production.
- Infrastructure for film screening.

- Equipments.
- Training facilities in specialisation for artistes, technicians and other special areas.

5.3 Infrastructure for Shooting/ Film Production

5.3.1 Film City

5.3.1.1 In the past, Uttar Pradesh government had established Noida Film City, which gradually turned into a major hub for shooting of TV serials in Northern India. The state government will make efforts to develop film production facilities at places nearby Lucknow and Varanasi as well as other suitable places, besides Noida, to develop the state as a focal point of film production.

5.3.1.2 An expert agency will be engaged to study the feasibility for the utilisation of resources and potential existing in the state for production and shooting of films. The main objective of the study to be undertaken by the said expert agency will be to evaluate the opportunities available in the private sector for development of new film cities and film labs. The study and evaluation will be conducted by 'Film Bandhu' and on the basis of their evaluation report, a detailed project report will be prepared for implementation to be carried out by the private sector. Detailed action plan will be drawn up for each calendar year separately.

5.3.1.3 The state government will support establishment of film cities by providing land at industrial rates and also assist for providing active support for development of infrastructure. The government will also assist in establishing a police station in the film city for the purpose of providing security. Establishing police station, fire station, roads and physical infrastructure, development of external drainage etc in the film city will also be taken care of by the state government.

5.3.2 Studios/ Labs

Until and unless fully functional film industry is established in the state, the establishment of studios and labs will be promoted by the state government. For establishment of these studios and labs, the state government institution will not only provide credit facilities, but also the regional films will be linked with the scheme of providing subsidy under this film policy, so that the studios/ labs situated in the state can be benefitted.

6. Screening of Films

Strong penetration of TV and cable networks has badly affected the film industry. A large number of cinema halls have downed their shutters due to decline in cine-viewership and there has also been a gradual loss of maintenance in the remaining cinema halls under operation. For overall development of film industry, it is necessary that the cinema screening facilities are of high class; also, in case of cinema halls, viewers will be attracted to the theatres only if film viewing experience in cinema hall is radically different from that of watching the film at home. Hence, in order to promote the physical amenity and facilities, besides encouraging upgradation of technology, the state government has chalked out a special scheme for upgrading the existing cinema halls.

7. Goods and Service Tax (GST)

Following implementation of Goods and Service Tax Act- 2017, GST at the rate of 18% (CGST 9% + SGST 9%) has been imposed on a ticket priced Rs. 100 and 28% (CGST 14% + SGST 14%) on the ticket priced above Rs. 100 in cinema halls/ multiplexes.

8. Integrated Encouragement Scheme for restarting closed cinema halls, reconstructing/ remodelling the operational cinema halls, getting opened multiplexes in 58 districts having no multiplex, encouraging construction of single cinema halls and upgrading operational cinema halls:

An integrated incentive scheme has been made effective vide GO No- 564/11-6-2017-M(34)/17 dated 28.07.2017 for restarting closed cinema halls, reconstructing/ remodelling the operational cinema halls, getting opened multiplexes in 58 districts having no multiplex, encouraging construction of single cinema halls and upgrading operational cinema halls, the details of which are given as under:

The state government, after due deliberation, has decided to promulgate the Integrated Incentive scheme, given as under, with a view to demolishing the closed or already operating cinema halls, as the case may be, and restart them afresh with commercial activities or remodelling the existing cinema halls, getting opened multiplexes at the earliest in 58 districts having no multiplex, promoting construction of single screen cinema halls, upgrading the already running cinema halls and resolving the problems facing the owners of single screen cinema halls.

(i) Incentive scheme for construction of cinema halls of small capacity equipped with commercial complex and the latest facilities in place of the closed or already operational cinema halls after demolishing them:

The cinema halls constructed under the government order no.-1669/11-6-2004-Twenty M(36)/99 dated 03.09.2004 will be given 100 percent of state goods and service tax by way of subsidy for the first three years and 75 percent for the remaining two years. The benefit of the scheme will be admissible to such currently closed or already operational cinema halls which will start film screening by obtaining licence from the district magistrate latest by March 31, 2020.

The benefit of the scheme will also be admissible to all those cinema halls, which, under the government order no.-1560/11-Ka.Ni.-6-2005-Twenty M(106)/2005 dated 27.09.2005, who had applied to the district magistrate for permission of construction within the prescribed timeframe, but

had failed to secure permission of construction due to delay or any other unavoidable reasons from the level of district magistrate till March 31, 2010, provided that the cinema halls falling under this category must start screening of films by obtaining licence for screening of films from the district magistrate latest by March 31, 2018.

(II) Incentive Scheme for those closed and already operational cinema halls, which have been restarted by carrying out internal remodelling of their buildings:

Annuling the exceptions (excluding such municipal corporations and municipal boards where even a single multiplex exists) contained in the government order no.-843/11-6-2016-Twenty M(19)/08 dated 30.12.2016, this scheme will be in force all over the state and the cinema halls remodelled under the scheme will be given 75 percent of the state goods and service tax by way of subsidy for the first three years and 50 percent in the fourth and fifth year. The benefit of this scheme will be admissible to such cinema halls, which start film screening in their premises by obtaining licence latest by March 31, 2020. Other terms and conditions of the government order no.-843 will remain the same.

(III) Incentive Scheme for the closed cinema halls restarted as they are without carrying out their internal remodelling in the state:

The benefit of this scheme, which has been formulated to make the previous scheme more attractive, will be admissible not only to the those cinema halls in district/tehsil headquarters, but also to those closed cinema halls in towns and rural areas, which are lying shut down since March 31, 2017. These cinema halls will be given 50 percent of the state goods and service tax in shape of subsidy, provided that they start screening of films by obtaining licence from the district magistrate latest by March 31, 2018.

(IV) Incentive Scheme for construction of single screen cinema halls each having a minimum seating capacity of 125 with/without commercial activities:

Keeping the currently effective government order no.-950/11-6-2016 M(9)/16 dated 30.12.2016 as it is, the benefit of this scheme will be granted to such single screen cinema halls with/without commercial activities and having a minimum seating capacity of 125, which will start screening of films by securing licence from the district magistrate latest by March 31, 2020.

(V) Incentive Scheme for opening multiplexes in the districts where not a single multiplex is either built or operational:

The government order no.-714/11-6-15-M(72)/2010 dated 03.09.2015 for construction of new multiplexes in those 58 districts of the state, where not a single multiplex is either built or operational has been amended to the extent that the multiplex that start functioning first in these districts will be given 100 percent of the state goods and services tax for a period of six years, provided that these multiplexes will start screening of films by securing licence from the district magistrate latest by March 31, 2020.

(VI) Incentive Scheme currently effective for upgrading cinema halls:

Under the scheme, the actual amount invested in one or many heads mentioned as under will be made admissible up to a limit of 50 percent out of the state goods and services tax:

- Air conditioning/air cooling
- Purchase of generator set
- Modernisation of sound system
- Replacement of all seats

- Replacement of false ceiling
- Digital projection system
- Solar energy based plant

Benefit of this upgrading will be admissible to only cine-owners of single screen cinema halls, not the benefit of multiplex upgrading scheme.

9. Revival of Closed Cinema Halls

Reviving the closed cinema halls is the priority of the state government. The government order no.-231/11-6-11-20 M(19)/2008 dated 20.5.11 has been issued for starting small cinema halls having a seating capacity of 125 and more along with commercial activities by restructuring closed/loss incurring cinema halls to make them economically viable.

Since the Goods and Services Tax-2017 has come into force from January 01, 2017, Integrated Incentive Scheme has been promulgated as per the above mentioned Para-8 vide government order no.- 714/11-6-15-M(72)/2010 dated 03.09.2015 for restarting closed cinema halls, reconstructing/remodelling already operational cinema halls, getting opened multiplexes as early as possible in 58 districts having no multiplex, promoting construction of single screen cinema halls and upgrading the cinema halls already operational in the state.

10. Upgrading of existing cinema halls

For promoting film viewing in the cinema halls, it is important to modernise and upgrade the facilities and technologies available in the existing cinema halls. The State Government has started a new scheme through a G.O. No. 952 dated 03-11-1999 for expansion of public amenities in cinema halls and making them people oriented. Under this scheme works related to modern sound system, air conditioning, generator set, false

ceiling, furniture replacement and wide ranging renewal will be carried out by giving subsidy on entertainment tax. This subsidy will be 50% of entertainment tax deposited in the previous year. Vide G.O. No. 621(1) dated 12-09-2014, an additional subsidy of 50% of the amount invested on digital projection system and solar energy operated plant will be admissible with certain terms and conditions under the above mentioned government order dated 03.11.1999.

Since the Goods and Services Tax-2017 has come into force from January 01, 2017, Integrated Incentive Scheme has been promulgated as per the above mentioned Para-8 vide government order no.- 564/11-6-2017-M(34)/17 dated 11.06.2017 for restarting closed cinema halls, reconstructing/remodelling already operational cinema halls, getting opened multiplexes as early as possible in 58 districts having no multiplex, promoting construction of single screen cinema halls and upgrading the cinema halls already operational in the state.

11. Subsequent to enforcement of the Goods and Services Act-2017 from July 01, 2017, the Uttar Pradesh Amusement and Betting Act-1989 has been annulled under the section-174 of the Goods and Services Act-2017

12. Status of Industry to Cinema Halls

Cinema halls have been accorded the status of industry in Uttar Pradesh.

13. Statutory Amendment

Necessary amendments will be made in the Cinematography Rules and other relevant legislations with the consultation of industry's representatives, so that the path for construction and setting up of small cinema halls could be paved.

14. Equipment

Till the fully functional film city/cities are not established and local film industry is not properly developed, the state government will make available to the film makers the equipment available with various government departments like Culture, Information and Education on hire basis. The current availability of equipment will be augmented as per the requirement of film producers. The work of acquiring these equipments and ensuring their upkeep will be carried out by the Film Bandhu. The Film Bandhu will act as a nodal agency for this purpose and set up a pool of equipments at its level. For ensuring availability of equipments, the Film Bandhu will also create a pool in private sector, besides that of government departments.

15. Development of Shooting Locales

The tourism department will on a regular basis identify and develop the places having abundant backdrop of natural beauty, enriched cultural traditions and historical monuments in the state for the purpose of outdoor shooting, besides ensuring their wide publicity through transparencies, short films, brochures and other publicity material. Under the state's new tourism policy, special emphasis will be laid on motivating the private sector for setting up of hotels, motels, restaurants and camping facilities at these locales.

To ensure effective implementation of the film policy and make available relevant facilities to film makers as per rule, a Film Promotion and Facilitation Committee headed by the concerning District Magistrate has been constituted at the district level, the details of which is given as under:

1. District Magistrate- President
2. Senior Superintendent of Police/Superintendent of Police or an officer nominated by him- Member

3. Additional District Magistrate (nominated by DM)- Member
4. Regional Tourism Officer/Tourism Officer- Member
5. District level officer of Entertainment Tax Department such as Deputy Commissioner/Assistant Deputy Commissioner/District Entertainment Tax Officer- Member
6. Deputy Director, Information/ Assistant Director, Information/ District Information Officer/District Information Officer-in-charge- Convenor/Nodal Officer

The committee will monitor a number of shooting related activities including permission for shooting location on submission of request for this purpose, security arrangements for film unit, ensuring stay facility in the government guest house/tourist lodge on payment basis as per rule and time-bound issue certificate from the office of district magistrate in respect of shooting days after shooting is over. It will also ensure prompt disposal of the difficulties coming at the district level offices. Desired action will be taken as per rule for shooting purpose by calling a meeting of the Film Promotion and Facilitation Committee within 15 days after receipt of application in this regard.

16. Training to Artistes & Technicians

16.1 Easy availability of talented artistes and trained technicians is very essential for proper growth of film industry. The state government will coordinate with the Government of India for opening a branch of the Film and Television Institute in Uttar Pradesh, so that the hopes and aspirations of those talented youths, who want to make their career in the Northern India, could be fulfilled. Till this branch is not opened, the famous Bhartendu Natya Academy of the state will be developed as State Film and Television Institute.

16.2 Film technicians will be imparted training in the select industrial training institutes. For this purpose, relevant

courses will be started in some institutes. The state government will also encourage the private sector to open training institutes with trades and courses related to films.

16.3 The students of the state receiving training at the Indian Film and Television Institute, Pune and the Satyajit Ray Film and Television Institute, Kolkata will be sanctioned a scholarship of Rs. 25,000 per annum. The maximum number for scholarship for both the institute will be 10 students each. The amount to be spent under this head will be borne by Film Bandhu.

16.4 courses of performing arts will be started in various universities of the state, so that the youth in the state could get an opportunity to hone their talent.

17. Lodging Facility for Film Units

The units doing outdoor shooting in the state will be given 25 percent concession in room rent on their stay in hotels/motels of the UP State Tourism Development Corporation, while their stay in guest houses/rest houses of the PWD, Forest Department, Irrigation Department and Government Estate Department will be on regular payment basis.

18. Use of Government Airstrips

The state government will allow the film units engaged in outdoor film shooting in the state to use airstrips located in various parts of the state on payment of the prescribed rent.

19. Film Fund

19.1 For financing various schemes to develop infrastructure required for films and other related activities, the amount will be provided under the grant head-86 of Information Department in the budget every year and will be made

available to the UP Film Bandhu. The amount received under the budget will be spent on following works:

- To give subsidy to feature films produced in Uttar Pradesh in English and other languages of India, besides those of Hindi/ regional languages.
- Arrangement of equipments for film production.
- Award for films.
- Scholarship to film students.
- Organising film festivals.
- Organising film seminars/ symposia.
- Other works related to films.
- Establishment and maintenance of Film Bandhu.
- Awards for films.
- Film Scholarships for film students.
- Organizing film festivals.
- Organizing film seminars.
- Establishing Film Bandhu and maintaining related expenses.

19.2 "Film Vikas Nidhi", under film bandhu shall be managed by a committee of senior officials from the office of The Director Information & Public Relation Department, (UP), Lucknow. The management committee will be comprise of the following officers:-

1. Principal Secretary, Information Department Chairman
Government of UP.
2. The Secretary, Information Department Vice-Chairman

- Government of UP.
3. The Secretary, Finance
Government of UP. Member
 4. Secretary, Tax and Registration
Government of UP. Member
 5. The Secretary, Industry
Government of UP. Member
 6. The Secretary, Culture Department
Government of UP. Member
 7. The Director General, Tourism
Government of UP. Member
 8. Manging Director, PICUP Member
 9. The Commisioner, Entertainment tax
Government of UP. Member
 10. The Director, Information & public Relation
Department, Government of UP. Member/
Secretary
 11. Additional Director, Information & public
Relation Department, Government of UP. Acting Member
 12. Senior Finance and Account Officer ,
Information & public Relation Department,
Government of UP. treasure
 13. The Assistant director or Equivalent Level
Officer. Joint Secretary

20. Financial Incentives

20.1 Reimbursement of State Goods and Service Tax:

At present, GST system is in force and proper action will be taken accordingly.

20.2 The advance State Goods and Service Tax deposited by the owner/ Licencee of Multiplex/ Cinema Hall will be reimbursed to the limit of concession given to viewers, under the Government Order No-612/11-6-2017-M(43)/17 dated 09-08-2017 of the Tax and Registration Section-6.

20.3 Following implementation of Goods and Service Tax Act-2017 from July 01, 2017, GST at the rate of 18% (CGST 9% + SGST 9%) has been imposed on a ticket priced Rs. 100 and 28% (CGST 14% + SGST 14%) on the ticket priced above Rs. 100 in cinema halls/ multiplexes.

21. Regional Films

21.1 The impressive role of regional films in employment generation and development of infrastructure in other states is worth emulating. The state, being the hub of Hindi language, is endowed with enriched, kaleidoscopic and exquisite folk culture, but despite that, it has been deprived of regional, lingual and sub-regional cinema. The regional dialects of Uttar Pradesh have been widely used in Indian Literature. The people speaking Bhojpuri, Awadhi, Bundeli and Braj dialects are found not only in every nook and corner of the country, but also across the globe. Several Bhojpuri films, made earlier, have achieved grand success from commercial point of view and some of the best films of the Indian Cinema have been produced in this dialect. Hence, there is an ample scope for development and success of the regional films.

21.2 The state government is fully aware of the power and prospects embedded in these dialects and cultures. Film Production in these dialects will be strongly encouraged. This

will not only ensure development of a powerful regional and sub-regional film industry, but also help generate opportunities of employment in adequate number at local level and project the varied ethnicity of the state. The development of regional film industry would generate such an atmosphere which would also attract the mainstream film industry towards the state. A flourishing regional film industry would act as a catalyst for making the film related infrastructures economically viable. Keeping these facts in view, the Uttar Pradesh Government will give incentives for development of regional films in the state.

21.3 Subsidy/Incentive Dispensation

1. Under the para-23.3.1 of the UP Film policy-2001 (As Amended-2014), the limit of subsidy for Awadhi, Braj, Bundeli and Bhojpuri films will be maximum 50% of the cost and for the films made in Hindi, English and other languages of the country will be maximum of 25% of the cost.

2. The maximum limit of subsidy will be upto Rs. 01.00 crore (Rupees One Crore only) for the films under the above mentioned point 1, subject to the condition that at least 50% out of the total shooting days of the film must have been shot in Uttar Pradesh.

3. The maximum limit of subsidy will be upto Rs. 02.00 crore (Rupees Two Crore only) for the films under the above mentioned point 1, subject to the condition that at least two-third out of the total shooting days of the film must have been shot in Uttar Pradesh.

4. Under the Film Policy, after getting subsidy once on the basis producing in the state, subsidy would be given in the following way on the subsequent films:

Detail of Film	Status of Film Shooting in the state	Maximum Amount of Subsidy
Second film in the state	On shooting the film for half of its total shooting days	Rs. 1.25 crore only
	On shooting the film for the two-third of its total shooting days	Rs. 2.25 crore only
Third or successive Film in the state	On shooting the film for half of its total shooting days	Rs. 1.50 crore only

		On shooting the film for the two-third of its total shooting days	Rs. 2.50 crore only	
--	--	-------------------------------------------------------------------	---------------------	--

5. Following subsidy amount shall be given to the next films produced by a national/international award winning producer/director after receiving subsidy on the basis of producing film in the state under the Film Policy:

Detail of Film	Status of Film shooting in the state	Maximum amount of subsidy
Second film in the state	On shooting the film for half of its total shooting days	Rs. 1.75 crore only
	On shooting the film for the two-third of its total shooting days	Rs. 2.25 crore only
Third or successive Film in the state	On shooting the film for half of its total shooting days	Rs. 2.25 crore only
	On shooting the film for the two-third of its total shooting days	Rs. 3.25 crore only

6. If any film producer shoots such a film in the state, five main artistes of which hail from Uttar Pradesh, it would be given, by way of additional subsidy, the amount paid as wages to these artistes or collectively Rs. 25.00 lakh, whichever is less.

7. Similarly, if any film producer shoots such a film in the state, all the artistes of which hail from Uttar Pradesh, it would be given, by way of additional subsidy, the amount paid as wages to these artistes or collectively Rs. 50.00 lakh, whichever is less.

8. If any film producer, after shooting of the film, carries out its processing in the state itself, 50% of the processing cost or maximum Rs. 50 lakh, whichever is less, would be sanctioned as additional subsidy.

9. If any investor establishes a film training institute in any major city (excluding Noida/Greater Noida) of the state, 50 percent of its cost or a maximum of Rs. 50.00 lakh, whichever is less, would be sanctioned by way of subsidy.

10. The condition of not to release a subsidy of more than Rs. 05.00 crore in a financial year is hereby relaxed in order to promoting production of maximum films in English and other languages of the country in addition to the languages spoken in the state including Hindi, Awadhi, Braj, Bundeli and Bhojpuri languages, developing film making as an industry and generating maximum opportunities of employment.

11. The UP Film Development Council will examine the quality of film script and budget for subsidy selection. The council will set up a script examining committee for examining the film script and a finance expert committee for examining bills related to subsidy. In case, the Film Development Council is non-existent, this responsibility shall be discharged by the Chairman, Film Bandhu.

12. The subsidy to be given as mentioned above will be assessed by a committee comprising treasurer of Film Bandhu and the officers of finance and account cadre from various departments. Assistance of a chartered accountant may be taken for this purpose. The Film Bandhu may appoint a financial advisor on contractual/outsourced basis for this purpose. The constitution of the script examining committee will be as given under:

1. An officer nominated by the Director, Information
 2. An officer nominated by the Director General, Tourism Department
 3. An officer nominated by the Director, Hindi Sansthan
 4. An officer nominated by the Director, Akashvani
 5. An officer nominated by the Director, Doordarshan
 6. An officer of Sangeet Natak Academy nominated by the Director, Culture
 7. An officer of Bhartendu Natya Academy nominated by Director, Culture
 8. An officer nominated by Department of Language, Govt of UP
 9. Eminent persons in the field of film script writing (maximum three)
13. Expenses on film's raw stock, recording of songs/music, post-production (editing, re-recording, visual effects/animation/DI/colour grading and technical jobs), rent for film unit's stay in hotel in Uttar Pradesh, transportation in the state during shooting (taxi fare etc. by way of local conveyance), costumes, make-up material and jewelry etc. taken on rent from the state, expenses on equipments hired from the film institutes/firms of Uttar Pradesh and rent for film locations in Uttar Pradesh shall be included in the subsidy. It shall be mandatory to submit a detailed statement regarding the above-mentioned expenses and self-attested copies of relevant original bills and two sets of their photocopies along with original certificates of actual expenses certified by CA regarding the cost of the film. Subsidy will be given subject to the condition that the financial rules set by the government have been followed for payment of the bills submitted by the film producer/banner for film subsidy. It will be compulsory to submit bank statements, cash book, account book, total actual expenditure certified by CA, agreement letters with regard to music recording, sound track, actors etc. in support of each and every expense incurred on film production. Besides, the evidence of paying income tax/GST and other relevant tax has to be submitted with regard to each and expense. Cash payment in the film production shall be acceptable as per the guidelines of Government of India/RBI/State Government. The work of purchases/hiring regarding film production shall be carried out through registered firms only.

14. It shall be mandatory for producer/director to submit an affidavit and other related papers regarding total shooting days of the film, in which the days of shooting done in Uttar Pradesh must be clearly mentioned.
15. The above subsidy shall be given up to the limit of first print only.
16. Subsidy shall be given to the film producing institution only.
17. An International Film Festival based on culture, tourism, historical heritage and composite culture of Uttar Pradesh will be organised in Lucknow every year as far as possible.
18. The detailed process in this regard shall be determined by the Film Bandhu.
19. The films produced, to patronize the feeling of "One Nation, Best Nation", in English and other languages of the country (excluding the films produced in regional languages of Uttar Pradesh), shooting of which has been carried out for a half of their total shooting days in the state, shall be given 50 percent of their cost by way of subsidy or Rs. 50 lakh, whichever is less.
20. A subsidy to the limit of 50 percent of the cost or up to Rs. 50 lakh, whichever is less, will be admissible to the films, which have been produced by such overseas citizens of India (OCI), whose ancestors were original inhabitants of India and who are currently living in the countries like Mauritius/Fiji/Surinam/Holland etc., subject to the condition that a half of the total days of their shooting has been undertaken in Uttar Pradesh. These films must have the certificate issued by the Censor Board of India. For payment of subsidy/reimbursement, overseas firms/individuals (OCIs) must have to comply with the rules set in this regard by the government.
21. As per the serial number-9 of the application form prescribed for film subsidy, it is a must for the film maker/director/firm/institution/producer/partner to submit certificate of depositing income tax during the latest three years. The OCIs, whose ancestors are original inhabitants of India, will be given relaxation/concession in providing income tax return paper in the light of the laws of the concerning country, on submission of a self-attested copy of the citizenship certificate issued by the country where they are living. The film producer shall have to submit the certified

accounts/turnover of three years. For correspondence purpose, providing permanent address of the concerning country and permanent/temporary address of the residence/work place will be a must.

22. Administrative Facilities

22.1 Film Development Council : A state level Film Development Council would be setup for the long-term and meaningful development of film industry. The council would be headed by a renowned film personality nominated by the government. The council would also include film makers, distributors, actors and administrative officers. The Director Information would be coordinator of this council. This council would also discuss long-term strategies for the development of films in Uttar Pradesh from time to time. Besides, it would also give suggestions for upgrading the infrastructure required for the development of films. Moreover, it would also formulate strategies to attract investment for the films. The council would also monitor the implementation of 'Film Policy'. It would also give suggestions if it finds that improvement or amendment in it was needed.

22.2 Constitution of State Film Division : State Film Division has been constituted under the State Information and Public Relations Department for running the short/educational films made in UP in the cinema houses and implementation of the Film Policy. This division would provide easy, simplified and timely certification facility for films, especially regional films. The State Film Division would include following office-bearers:—

- | | |
|---------------------------------------------------------------------------------------------------|----------|
| 1. Director Information, UP | Chairman |
| 2. Director Doordarshan, Lucknow | Member |
| 3. Director AIR, Lucknow | Member |
| 4. Director Culture, UP | Member |
| 5. Commissioner Entertainment Tax or his representative
not below than additional commissioner | Member |
| 6. Additional Director Information, UP | Member |
| 7. Deputy Director Film, Information, UP or an officer | |

nominated by Director Information

Member

22.3 Single Table System for approvals : Single Table System has been implemented for the successful implementation of Film Policy and also to provide better facilities to the people associated with films. All the matters of Film Policy under consideration would be implemented by the committee set up under Film Bandhu.

22.4 Security arrangements for Film Production : The warm welcome accorded in Uttar Pradesh is well known. Several Indian and International films have been shot here. All the film makers had good experience with the people of Uttar Pradesh as far as law and order was concerned. The State would continue its tradition of welcoming people here. The film makers would be provided free security arrangements for shooting their films in UP, but they would have to inform the local officers three weeks before their schedule, so that necessary arrangements could be made. This information can be forwarded through Film Bandhu as well. A 'Film Shooting Wing' would be set up under police department provide VIP security to film makers. Under this wing, appropriate number of police force would be arranged, so that the film makers could be provided enough force as per their demand. This additional police force would be provided to the film makers on the payment of fixed rate.

23. Promotion of Films

23.1 It is true that the film industry fully depends upon the people. Since, Uttar Pradesh is the most populous State of the country, it provides huge base for films. It is unfortunate that the film culture prevalent in some parts of the country could not get its roots in Uttar Pradesh. The State Government would make all efforts to popularise films, so that more and more people could be attracted towards this educational source of entertainment. Following system would be adopted to achieve this target:-

- Organisation of Film Festival.
- Distribution of Awards.
- Support to Film Societies.

23.2 **Film Festival** : The State would organise film festival once in a year. The objective of this festival is to provide people a platform where they could watch National & International Films. It is supposed that it will

help in developing in healthy cinema culture in the state on one hand, while on the other it would create a wide base for film industry. The state would enter into an agreement with the Directorate of Film Festivals for this purpose. The Film Festival would be jointly organised by the Departments of Industry, Information, Tourism, Entertainment Tax and Culture. The Film Festival would be organised through Film Development Council and supervised by 'Film Bandhu'. This opportunity would be developed as a special tourism event.

23.3 Awards

23.3.1 The State Government would institute Annual Film Award to honour persons related with the top quality film making. Hindi Films made during January 01 and December 31 would be considered for the award.

2. Films will be selected by UP Film Development Council.
3. The Producer and Director of the film will each be given a prize of Rs. 2,51,000/- (Rs. Two Lakh Fifty One Thousand) only.

23.3.2 These awards and the distribution function will be financed by 'Film Bandhu'.

23.4 Film Societies: Film Societies play an important role in the creation of film culture and also in the creation of a discerning class of film viewers. It is such a medium, where intelligent and knowledgeable people watch quality national and international cinema. Besides, they also analyse and discuss the films. The film society movement has been confined to some parts of Uttar Pradesh. To encourage their activities, serious and active film societies registered with the 'Film Society of India' will be provided an aid of Rs. 5,000 annually from 'Film Bandhu'. The National Film Development Corporation and the Film Society of India will be requested to provide special package to develop and elevate activities of these film societies.

24. Film subsidy shall not be given to such films that have maligned or tarnished the image of Uttar Pradesh at any level. It will be ensured that such things are thoroughly examined at the script level itself.

.....

Format for Film Subsidy

To,

The Chairman,
Film Bandhu, U.P.,
6, Park Road, Hazratganj,
Lucknow, Uttar Pradesh-226001

Sir,

I request you to sanction subsidy for my film.....as per the rules.
The film will be/has been shot.....per cent in Uttar Pradesh and
its estimated cost is Rs..... (in words).....
The details of the film are as follows:—

- 1- Name of the Producer/Director.....
- 2- Name of the Father.....
- 3- Address of the Applicant.....
Mobile No..... Email :.....
- 4- Name of the Film/Title.....
(Certificate issued by IMPA/WIFPA attached)
- 5- Name of the banner.....
- 6- Language of the film.....
- 7- Type of the film.....
- 8- Synopsis and script of the film.....
(with dialogues) submitted in six copies.
- 9- Name of the Director & experience (attach biodata).....
- 10- Name of the Producer & his experience (attach biodata).....

- 11- Story/script writer's name & experience (attach biodata).....
- 12- Name of the main actor/actress & their experience (attach biodata-it is mandatory to mention birth place).....
- 13- Is the applicant a national/international film award winning producer/director? Yes/No (Please tick). If yes, please attach self-attested details/proof.
- 14- (a) Total number of actors & their names.....
- (b) Number of actors belonging to U.P. who will play or have played important role in the film, their names & addresses.....
(Attach proof).
- 15- Proposed site of shooting or film shot at (name of the place/district & date of shooting (attach details)
- 16- Details of the production :
- (a) Estimated/total length of the film.....meters.
- Duration.....minutes.....
- (b) Details of shooting in U.P.
- Duration.....(Days).....minutes.....
- (c) Details of the shooting shifts (in U.P.)
- Indoor.....Outdoor.....
- Total.....Shifts spread over.....months
- (d) Shooting location (with district)
- 1-
- 2-
- 3-

- 4-
- (e) Date of first shooting.....
- (f) Date of last shooting.....
- (g) No. of unit members.....
- (h) Number of technical staff.....
- (i) Tentative date of screening.....
- (j) Promotion during production.....

Details of Programmes

Budget Review (Amount in rupees)

- (a) Producer.....
- (b) Director.....
- (c) Story, screenplay & dialogues.....
- (d) Actors from UP.....
- (e) Salary of the technical/production unit.....
- (f) Songs/Music recording/mixing charges
.....
- (g) Choreography.....Fighting.....
- (h) On producing film in digital format :
- (1) Total expenditure on Raw stock /Hard disc.....
- (2) Post-Production charges (Editing, sound work, re-recording, visual effects/animation, DI/colour grading & other technical jobs).....

- (i) Charges of the location/ studio.....
- (j) Charges of equipments of Uttar Pradesh.....
- (k) Local Travel & freight charges In the state.....
- (l) Hotel rent while staying in UP.....
- (m) Sets, designing, supervision.....
(construction, models & special properties)
- (n) Costume, make up, material & jewellery
- (o) Expenditure on publicity.....
Print media.....
Electronic media.....
- (p) Contingency expenses.....
- (q) Estimated/actual costs of film production.....
Source of financing.....
Self.....
Loan.....
others.....

Details of Film Bandhu processing fees :

Draft no. Date.....

Rs.....

Name of Bank & address.....

Place :

Date :

Name of Applicant

(signature of the applicant)

Rules & terms-conditions :

- 1- Fill the application form in two copies.
- 2- All names should be filled in its full form.
- 3- All the columns should be filled.
- 4- The Script & screenplay (including dialogues) should be enclosed in six copies on the prescribed format.
- 5- The screenplay should be registered with Writers' Association, Mumbai.
- 6- Script synopsis should not be more than three pages.
- 7- Screenplay should be computerised & in 14 point fonts. The line spacing should be 1.5.
- 8- The total budget cost must be certified by a chartered accountant.
- 9- Income tax return certificate for the previous three years, of the film maker/director/firm/institution/producer/partners.
- 10- A non refundable draft amounting to Rs. 15000 in favour of "Film Bandhu, Uttar Pradesh" will have to be submitted as processing fee.
- 11- Clear details about the objective, message, social relevance and the culture & tourism of Uttar Pradesh should be mentioned in the synopsis of the script.
- 12- After meeting the parameters set under the Film Policy of Uttar Pradesh and obtaining the certificate from the censor board, 30 per cent subsidy will be given. The remaining part of the subsidy will be paid after release of the film.
- 13- The title of the film should be registered with the authorised institutions like 'IMPA' or 'WIMPA'.
- 14- The proposal of the film should be presented by producer or director of the film.

- 15- It will be necessary to attach the certificate issued by the concerning DM office regarding the shooting done in U.P.
- 16- The process to pay subsidy will be initiated only after the recommendation received from the script committee and finance committee constituted by the Chairman, Film Bandhu, U.P.
- 17- It is mandatory for the applicant to submit self-attested copies of all the necessary documents/certificates

Declaration

I.....M/Sson/daughter of hereby declare on oath that all the facts and details mentioned in the application are true to my knowledge. If any fact or detail is found incorrect, then the Film Bandhu will be free to recover all the amount sanctioned as subsidy with interest from me and also initiate legal proceedings as per the rules against me.

- 2- I also declare that this film has been shot/will be shot in Uttar Pradesh according to the Film Policy of U.P. It will not be/has not been produced by dubbing.
- 3- I also declare that I have full knowledge that the subsidy will be payable for the expenditure incurred on raw stock, song/music recording, post-production (editing, sound job, re-recording, visual effects/animation, DI/colour grading and other technical jobs), rent paid for staying in hotel in UP, expenses on transportation (rent for taxi used as local conveyance), expenses on costumes, make up material, jewelry etc. hired from UP, expenses on equipments hired from film institutes/firms of Uttar Pradesh and expenses on film locales hired in UP.
- 4- I also declare that I have full knowledge that the subsidy will be admissible to the limit of the first print only.
- 5- I declare on oath that the Film Bandhu will examine the matter of subsidy payable on my film and decide regarding granting/non-granting of subsidy on the basis whether the rules, directives and objectives as mentioned in the Film Policy of the Film Bandhu and the Uttar Pradesh Government have been complied with or not. I will have no objection on the decision taken by Film Bandhu and the decision taken by Film

Bandhu will be final and acceptable to me, on which I will not file any dispute in this regard on any other forum.

Place :

Name of the Applicant

Date :

Signature of the Applicant