



**Shri Manoj Sinha**  
Hon'ble Lieutenant Governor, J&K

**JAMMU & KASHMIR**

# **FILM POLICY-2021**





**Royal Springs Golf Course, Srinagar**









Aharbal, Kulgam, Kashmir



# 1. Contents

<b>1. Introduction</b>	<b>6</b>
1.1. Indian Film Industry	6
1.2. Indian Film Industry Current Scenario	7
1.3. Success of regional films	9
1.4. Sector Presence in Jammu & Kashmir	9
1.5. Insights	10
<b>2. Strategy</b>	<b>12</b>
<b>3. Vision</b>	<b>12</b>
<b>4. Objectives</b>	<b>13</b>
<b>5. Setting up of Jammu &amp; Kashmir Film Development Council (JKFDC)</b>	<b>14</b>
5.1. Constitution of J&K Film Division	15
<b>6. Single Window Cell</b>	<b>16</b>
<b>7. Security Arrangements for Film Production</b>	<b>18</b>
<b>8. Fiscal Incentives</b>	<b>18</b>
8.1 Status of Industry	18
8.2 Subsidy for shooting first film:	19
8.3 Subsidy for shooting second film:	19
8.4 Subsidy for shooting third film:	20
8.5 Subsidy for films produced by award-winning Producer/Director	22
8.6 Subsidy for Film/ TV Show/ web series/ original show of OTT (Over The Top) platform & Documentary (regarding permission fee)	23
8.7 Subsidy for TV serials/ shows:	25
8.8 Subsidy for Web Series/ Original Show to be displayed on OTT (Over the Top) Platform:	26
8.9 Subsidy for Documentary Films to be shot in J&K:	28
8.10 Patriotic/certain themes shot in UT	28
8.11 Subsidy on Accommodation	29
8.12 Special subsidy	29
8.13 Subsidy for Infrastructure Development	29
8.14 Tax Incentives	30
8.15 Validity Period	30
<b>9. Creation of Infrastructure</b>	<b>30</b>
9.1 Ready availability of shooting equipment	31



9.2	Human Resource	31
9.3	Film & TV Institutes & Expansion of their Scope	31
9.4	Film City & Television Studios	32
9.5	Studios & Labs	32
9.6	Development of shooting locales	33
9.7	Use of Airstrips	33
9.8	FAM Trips	34
9.9	Single Window Portal	34
9.10	Infrastructure for Film Screening	34
	a. Revival of Closed Cinema halls	35
	b. Up-gradation of existing cinema halls	35
9.11	Destination Marketing for Jammu & Kashmir	36
9.12	Engaging Brand Ambassadors	37
9.13	Development of Shooting Places	37
<b>10.</b>	<b>Constitution of Film Promotion and Facilitation Committee</b>	<b>38</b>
<b>11.</b>	<b>Restoration &amp; Preservation of J&amp;K Films</b>	<b>39</b>
11.1	Prohibition of Illegal Exhibition of Films and Video Piracy	40
11.2	Organizing the Jammu & Kashmir Film Festival	40
11.3	Jammu & Kashmir Film Awards	40
11.4	Audience Development Programme	41
<b>12.</b>	<b>Film Development Fund</b>	<b>41</b>
<b>13.</b>	<b>Governance of Policy</b>	<b>42</b>
<b>14.</b>	<b>Policy Period</b>	<b>42</b>
<b>15.</b>	<b>Dispute-Mechanism</b>	<b>42</b>
<b>16.</b>	<b>Chapter of Annexure</b>	<b>43</b>
	ANNEXURE I	44
	ANNEXURE II	45
	ANNEXURE III	46
	ANNEXURE IV	48
	ANNEXURE V	49
	ANNEXURE VI	59
	ANNEXURE VII	62
	ANNEXURE VIII	64





**Dal Lake, Srinagar**

## Definitions

- a. **“Adult”** means a person who has completed his/ her eighteenth year;
- b. **“Board”** means the Board of Film Certification constituted by the Central Government under section 3 of Indian Cinematograph Act, 1952.
- c. **“Certificate”** means the certificate granted by the Board under Section 5A of Indian Cinematograph Act, 1952;
- d. **“Cinematograph”** includes any apparatus for the representation of moving pictures or series of pictures;
- e. **“Cost of Production (COP)”** of films/documentaries/TV serial /Shows/ web series/themes means and include
  1. Transportation, Cost of goods and materials used in shooting in J&K,
  2. Rent and hire charges for use of land/building/materials and goods in J&K,
  3. Cost of goods and materials purchased required for shooting and making of the production in J&K,
  4. Cost of accommodation for the period of stay for shooting purposes in J&K.
- f. **“Existing Unit”** means enterprises engaged in film activity registered by





the Department of Industries and Commerce and has Commenced Commercial Operations before the Appointed Date.

- g. **“Expansion of Existing Unit”** means Existing Unit undergoing expansion of more than 50% of its existing capacity (Built-up area and investment) during the operative period of the J&K industrial policy 2021;
- h. **“Film”** means a cinematograph film;
- i. **“Film Maker”** means a Producer of a film/documentary/web series/TV Serials who will be eligible for applying for shooting permission/incentives under the scheme;
- j. **“Film Promotion and Facilitation Committee”** means a committee headed by Deputy Commissioner at District level which shall ensure prompt disposal of the difficulties coming at the district level to the film makers;
- k. **“Government”** means the Government of Jammu & Kashmir;
- l. **“International Film Awards”** means awards enlisted in Annexure “VII.”
- m. **“J&K Film”** means films made in regional languages of J&K;
- n. **“J&K Film Development Council” (JKFDC)** is a committee constituted under the chairmanship of a senior officer not below the rank of Principal Secretary to the Government set up for realising the objectives of the J&K



**Lake at Gulmarg, Kashmir**

Film Policy-2021. It has the authority to make and issue detailed guidelines, rules, checklists and all required formats, agreements etc essential for implementation of the Policy.

- o. “J&K Film Division”** means a committee headed by Director Information & Public Relations J&K for running short educational films made in J&K and the implementation of the Policy;
- p. “Location Permission Committee”** means a committee headed by Divisional Commissioner of respective division for permission related to shooting location, crowd management, security, use of public places for shooting, etc;
- q. “National Award”** means an award for best feature film, presented annually by the Directorate of Film Festivals, the Organization setup by Ministry of Information and Broadcasting in India;
- r. “New Unit”** means a recognized project within the UT that commences Commercial Operations on or after the Appointed Date and registered by the Department of Industries & Commerce J&K ;
- s. “Nodal Administrative Officer”** means an officer from the administration who shall be nominated and whose details shall be shared in the permission certificate granted for shooting/film making. He/she shall be responsible for facilitating the shooting from administrative point of view post





## Akhnoor Fort, Jammu

- grant of permission for shooting on matters other than police/security;
- t. **“Nodal Security Officer”** means an officer from Police Department who shall be nominated and whose details will be shared in the permission certificate granted for shooting/film making. He/she will be responsible for facilitating the shooting in matters related to security and police.;
  - u. **“Non-J&K films”** means films made in languages other than regional languages of Jammu & Kashmir;
  - v. **“place”** includes a house, building, tent and any description of transport, whether by sea, land or air;
  - w. **“Prescribed”** means prescribed by rules made under this Policy ;
  - x. **“Producer”** means an individual or a company or a trust or a partnership firm, as the case may be, with a track record in film production/documentary/web series/TV serials/Original show to be displayed on OTT (Over the Top Platform);
  - y. **“Policy”** means the Jammu & Kashmir Film Policy – 2021.
  - z. **“Regional Languages”** means Kashmiri, Dogri, Urdu, Pahadi, Gojri and any other language specified by the J & K Film Development Council for the purpose of this Policy.
  - aa. **“Script Screening Committee”** means a committee headed by an eminent



## Nishat Mughal Garden, Srinagar

person as chairman and three members from the field of film making/ script writing/art/culture or any relevant field related to film making and nominated by Chairman Jammu and Kashmir Film Development Council for scrutinizing scripts of the prospective film makers;

- ab. **“Single Window Cell”** means a committee constituted under the chairmanship of Chairman Jammu and Kashmir Film Development Council (JKFDC) which will be a single point of contact for application and approval of applications related to film making. It will grant approval on submission of application by the film maker via Single Window portal. The permission for shooting of the film will be given by the chairman Single Window Cell based on the recommendations of the Location Permission Committee and the Script Screening Committee;
- ac. **“Tribunal”** means the Appellate Tribunal constituted under section 5D of Indian Cinematograph Act 1952;
- ad. **“UT”** means the Union Territory of Jammu and Kashmir;
- ae. **“Validity”** means the Policy is valid for Five (5) years from the date of notification of the Policy. All Film pre and post production units started/ established/ expanded operationally during such period will qualify for subsidy/ benefits/ exemption/ waiver/concession under the provision of this Policy.





## Nigeen Lake, Srinagar

### 1. Introduction

#### 1.1 Indian Film Industry

Indian Cinema emerged as a powerful medium of socio-cultural transformation in the country during the 20th century. Being an entertainment industry, it has not only left a memorable mark on people's social behaviour but also assumed the form of an important economic activity. Cinema has also played a major role in promoting tourism by familiarising the viewers with a large number of scenic and culturally rich locations. Without any doubt, Indian films have been of great help in projecting the image of contemporary India not only within but also outside India. The global impact of cinema is increasing day by day and therefore the Government of India has decided to accord the status of an industry to films. The 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 Jammu & Kashmir. The industry can promote Jammu & Kashmir's potential as an investment and tourist destination even as it acts as a powerful tool for the dissemination of its culture.

With a view to formulate a holistic Film Policy, the Department of Information & PR, J&K held widespread consultations with the stakeholders of the film



**Padri, Bhaderwah, Doda**

industry. Hon'ble LG visited Mumbai to meet the film fraternity and seek their suggestions for reviving the film ecosystem in the UT of J&K. Based on the suggestions received from the film fraternity as well as after studying the film policies of several State in India, a holistic Film Policy - J&K Film Policy 2021, has been formulated to attract greater investment in the film sector and will make Jammu and Kashmir a choicest destination for film shooting of both national and international film makers

## **1.2 Indian Film Industry Current Scenario**

India is the world's largest film producer, producing over 1,986 films per year with Tamil (304), Telugu (294) and Hindi (364) being the three largest film producing languages. India is the 4th largest film market in the world – generated \$2.1 billion of theatrical revenue, contributing 4% to worldwide theatrical revenue in 2015.

- Film tourism describes the effects that cinema can have on our travel decisions as they inspire people to experience the screened places first hand.
- Not only is cinematic tourism an excellent vehicle for destination marketing, but it also presents new product development opportunities, such as location tours, film museums, exhibitions and the theming of existing tourist attractions with a film connection.
- The Indian film industry is one of the largest producers of the

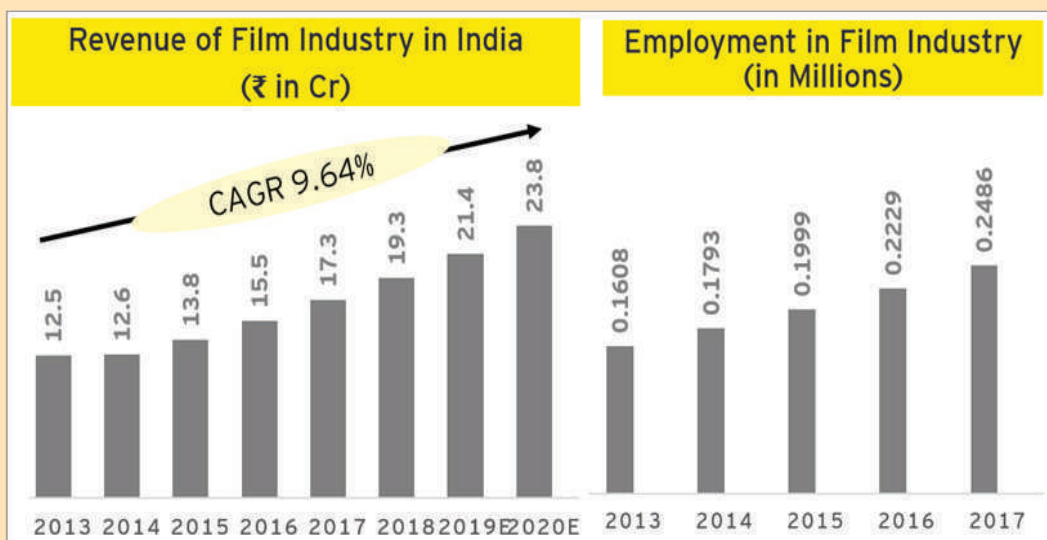




## Bahu Fort, Jammu

cinematographic films in the world with an annual certification of 2,336 films during FY15–16

- The Indian film industry is one of the fastest-growing sectors in the country today and has grown from ₹ 122 billion in 2016 to ₹ 156 billion in 2017, representing a growth rate of 28%





**Hazratbal, Srinagar**

### **1.3 Success of regional films**

Strong regional content is gaining acceptance in both domestic as well as overseas markets. Bahubali, a Telugu-language film, became the highest-grossing film within India and third highest globally.

The regional language films like Tamil, Bengali, Malayalam as well as Punjabi are driving the regional film industry.

### **1.4 Sector Presence in Jammu & Kashmir**

- From Yahoo of Shammi Kapoor to the romance between Shashi Kapoor and Nanda to that of Shahrukh Khan and Katrina Kaif, Jammu & Kashmir needs no introduction as an ideal film tourism destination. Anyone with an eye for cinematography would consider Jammu and Kashmir ideal for film shooting.
- In 1960, the Kashmir region of the UT was quite popular amongst Bollywood directors who endeavoured to capture the beauty of the region in the best way they could. Films like Kashmir Ki Kali, Jab Jab Phool Khile, Himalaya Ki God Mein, and Janwar, made Srinagar and Gulmarg popular destinations with people marvelling at their scenic and pristine beauty.
- Throughout 1970 and 1980, Jammu & Kashmir remained a preferred film shooting location in India. The scenic landscape of Jammu &





## Ranjit Sagar Lake, Kathua

Kashmir continued to charm not only the Indian filmmakers but also some international ones as well. Two films - Bill Murray's *The Razor's Edge* in 1983, and *The Climb* (UK Film) in 1986 were also shot in varied locations of Kashmir Valley.

- At the beginning of the 21st century, Jammu & Kashmir was able to catch the eyes of numerous film and documentary makers. Few documentaries by Indian and international documentary makers were also shot in Jammu & Kashmir. Amongst the popular ones are *Riding Solo to the Top of the World* (2006), *Living in Emergency* (2008), and *The Highest Pass* (2011). A German movie “*Escape From Tibet*”, Brazilian movie “*Bollywood Dream*” and Russian movie “*The Fall*” were also shot in the UT beckoning Jammu & Kashmir as one of the finest films shooting locations in the world.
- Recently, famed producer of *Munna Bhai MBBS* and *Mission Kashmir*, Vidhu Vinod Chopra's *Shikara* has just concluded in J&K along with *Sargoshiyan* produced by Imran Khan Productions and *Laila Majnu* produced by Imtiyaz Ali.

## 1.5 Insights

The relation between Jammu and Kashmir and films is legendary. Jammu & Kashmir has breath-taking locales, a large number of religious and heritage sites, dense forests, waterfalls, a film-exposed



## Gangabal Lake, Ganderbal

manpower and a long and cherished tradition of film shooting. All these features make the area an attractive site for film shooting and its development. The film industry in Jammu & Kashmir can not only be a good source of investment, direct and indirect employment but also serve as an effective branding measure that will pull in tourists.

- The movies shot in J&K have been recognized in India and abroad.
- Jammu & Kashmir has the potential for millions of film tourists leading to higher revenues in the coming years.
- Films shot in Jammu & Kashmir have helped promote existing as well as new tourist destinations.
- Heritage and spiritual sites in J&K have also been another favourite destination for shooting films by most of the film producers.
- Most destinations of J&K have gained tourists attraction by virtue of being the venue for shooting of some famous domestic movies.
- Adventure tourism in J&K has given additional opportunities to film producers to add adventure activities in their movies.
- All destinations where films have been shot have seen a large increase in the number of tourists.
- There is a huge untapped potential for pre-production and post-production related activities relating to the film and television industry.





## Chowgan, Kishtwar

## 2. Strategy

The Government of Jammu & Kashmir is trying to make the best possible efforts towards creation of a vibrant film ecosystem in the UT. Following efforts will be made to create a suitable environment and promotion of film production in Jammu & Kashmir:

- Strive to create nationally competitive infrastructure in Jammu & Kashmir.
- Renovation and up-gradation of the existing infrastructure.
- Administrative assistance to ease film making in the Jammu & Kashmir by setting up Single Window Cell to grant permission for shooting films, preferably within 2 to 4 weeks..
- To provide an attractive package of assistance.
- To provide attractive schemes /systems of financial support required in the appropriate cases.
- Promote non-government organizations associated with the publicity of cinema.

## 3. Vision

This policy sets the vision up till 2026, with the aim of maximizing the potential of both the Jammu & Kashmir film servicing industry as well as the promising local film sector. This policy will serve to transform Jammu & Kashmir into a unique film destination.



**Verinag, Anantnag**

## **4. Objectives**

Towards the vision of establishing Jammu & Kashmir as the first choice of film shooting destination for filmmakers, the government of Jammu & Kashmir has set out the following objectives:

- To develop Jammu & Kashmir as an important destination for film production by providing beneficial incentives to the film producers.
- To generate opportunities for job creation in Jammu & Kashmir.
- To attract additional capital investment in Jammu & Kashmir through the film industry.
- To provide information about the most incredible, amazing and beautiful places in Jammu & Kashmir and the means to attract tourists through a location directory on the Single Window portal.
- To disseminate information about the art, culture, history, heritage, livelihood and glorious traditions of the Jammu & Kashmir.
- Development of all-weather locations in Jammu & Kashmir for shooting of films.
- To provide opportunities for local talent of the UT in acting and film making by sharing their details through a Local talent directory on the Single Window portal.
- To promote healthy and relatively economic entertainment to the people of Jammu & Kashmir.





**Paddar, Kishtwar**

## **5. Setting up of Jammu & Kashmir Film Development Council (JKFDC)**

To realize the objectives of J&K Film Policy, a Jammu & Kashmir Film Development Council (JKFDC) shall be constituted. Jammu & Kashmir Film Development Council shall be a separate vertical and act as a distinct agency to achieve the objectives of the Film Policy. The J&K Film Development Council will be a High-Powered Committee headed by a senior officer of the rank of Principal Secretary to the Government and shall comprise, besides other senior officers, eminent personalities of Film industry and others related to the industry, (Annexure I). To achieve the objectives of the Film Policy, the following interventions will be made:

- Create an ecosystem for making Jammu & Kashmir a preferred destination for filming.
- Build a well-strategized and focused branding of Jammu & Kashmir in the films and in the narratives surrounding those films.
- Facilitate the overall growth of the Jammu & Kashmir Film Industry.
- Take measures to promote film tourism in the Jammu & Kashmir through



**Gulmarg in winter**

financial intervention and provide a mechanism for disbursement of fiscal and non- fiscal incentives.

- Create and develop ancillary business opportunities that co-exist with film making and support it.
- Visualize the film industry from a value chain perspective and factor market dynamics that need to be addressed to be added to develop this sector.
- JKFDCC shall be the single point of contact to achieve the objectives of the Film Policy. It shall be authorised to make and issue detailed guidelines, rules, checklist and all required formats and agreements etc essential to implement the Film Policy, including guidelines for the disbursement of the subsidy /financial incentives.

## **5.1 Constitution of J&K Film Division**

J&K Film Division shall be constituted under the Information and Public Relations Department for running the short/educational films made in J&K in the cinema houses and implementation of the Film Policy. The composition of the J&K Film Division is **given in Annexure II.**





## Chinta Valley, Bhaderwah

### 6. Single Window Cell

There shall be a simple process for grant of permissions through a single-window mechanism to the production houses for film making in Jammu and Kashmir. This will incentivize and boost domestic and international film production in Jammu and Kashmir.

The Single Window mechanism shall be headed by the Chairman Jammu and Kashmir Film Development Council (JKFDC). Film makers shall have to apply online through the J&K Single Window portal **[jkfilm.jk.gov.in](https://jkfilm.jk.gov.in)**. He/she will have to upload all the necessary documents and relevant details required on the portal such as location information, script etc.

For permission of locations and script screening two separate appraisal committees shall be constituted, namely-

1. Location Permission Committee headed by respective Divisional Commissioner and
2. Script Screening Committee headed by an eminent person as Chairman and three members from the field of film making/ script writing/ art/ culture or any relevant field related to film making and nominated



## Vishansar Lake, Ganderbal

by JKFD, shall be constituted. (Annexure III) Chairman Single Window Cell shall grant approval/rejection/approval with conditions to the film makers within shortest possible time (2 to 4 weeks of filing of complete application on the single window portal) based on the recommendations of the appraisal committees. This will facilitate the promotion of film tourism including clearance for film shooting in the UT through a transparent and seamless process.

The appraisal committees will facilitate coordination with UT/Union Government bodies such as Airport Authority of India, Archaeological Survey of India, etc with regard to their jurisdiction. The final permission so accorded shall contain the details of Nodal Administrative Officer and Nodal Security Officer. The Nodal Administrative Officer shall be an officer from the administration, who shall be nominated and whose details will be shared in the permission certificate granted for shooting/film making. He/she shall be responsible for facilitating the shooting from administrative point of view post grant of permission for shooting on matters other than police/security.

Nodal Security Officer shall be an officer from the Police Department, who shall be nominated and whose details will be shared in the permission certificate granted for shooting/film making. He/she shall be responsible for facilitating the film shooting in matters related to security and police.





## Mubarak Mandi, Jammu

### 7. Security Arrangements for Film Production

Appropriate security and safety arrangements would be made free of cost to enable the filmmakers to complete shooting. Permission to shoot shall include police clearance and shall be granted within one month of receiving application from the applicant. The Security team will be specially trained/ oriented for film shoots.

A Nodal Security Officer from the Police Department shall be nominated who shall be responsible for facilitating the film shooting in matters related to security and police.

### 8. Fiscal Incentives

#### 8.1 Status of Industry

Film sector has been accorded the status of Industry in Jammu & Kashmir.



**Frozen Dal Lake, Srinagar**

## 8.2 Subsidy for shooting first film:

S No	Subsidy for 1st Film	Criteria
1	Up to Rs. 1 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 1.50 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT

## 8.3 Subsidy for shooting second film:

S No	Subsidy for 2nd Film	Criteria
1	Up to Rs. 1.25 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 1.75 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT





## Mahoregarh Fort, Samba

### 8.4 Subsidy for shooting third film:

S No	Subsidy for 3rd Film	Criteria
1	Up to Rs. 1.50 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 2.00 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT

- i. If J&K is prominently featured in a feature film with more than 75% shooting days in the UT, then the tourism sector of the UT gets direct benefit. Such a film of each category (first, second, third and subsequent film) shall be given an additional subsidy of Rs. 50.00 lakh which shall be decided by the JKFDCC, on case to case basis.
- ii. On producing film on the story/ script based on the UT of J&K, with a view of Special Branding (J&K Specific Film), a special grant of 50% of the Cost of Production of film or Rs. 5.00 crore, whichever is less, shall be provided. The JKFDCC shall decide on such subsidies, on case to case basis.
- iii. The percentage of film shooting in the UT shall be calculated in proportion to the number of days shot in J&K out of the total shooting days



## Doodhpathri, Budgam

- of the entire film.
- iv. The information on number of shooting days in the UT shall be verified by the Film Promotion and Facilitation Committee of the concerned district.
  - v. If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists, whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.
  - vi. This subsidy amount shall be provided to the film maker on the basis of the payment bills of the performing artists.
  - vii. The Cost Of production (COP) of a film and the number of shooting days which are mentioned in the application shall be decided on the basis of detailed project report submitted with the application by the film maker.





**Chingus Sarai, Rajouri**

### 8.5 Subsidy for films produced by award-winning Producer/Director

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 earlier film produced in the UT:

Detail of Film	Status of Film shooting in the state	Maximum amount of subsidy
Second film in the UT	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 UT	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



**Umasi-La, Kishtwar**

## **8.6 Subsidy for Film/ TV Show/ web series/ original show of OTT**

**(Over The Top) platform & Documentary (regarding permission fee).**

Reimbursement of permission fee for shooting of Film/ TV Show/ web series/ original show of OTT platform & Documentary:

<b>S No</b>	<b>Subsidy</b>	<b>Criteria</b>
1	50% reimbursement of shoot permission (actual charges paid in the UT)	For Film/ web series on OTT platform/ original show/ documentary minimum 50% of total shooting days and minimum 90 days shooting of TV/Show in the UT
2	75% reimbursement of shoot permission (actual charges paid in the UT)	For Film/ web series on OTT platform/ original show/ documentary minimum 75% of total shooting days and minimum 180 days shooting of TV/Show in the UT





## Martand Sun Temple, Anantnag

- i. If the minimum 50% shooting day criteria is not being met by the applied feature film project, but 20% and 10% of the total screen time in the produced feature film is being given to the scenes shot in J&K respectively, and J&K has special branding in the applied feature film project, financial subsidy of maximum of Rs. 75 lakh and Rs. 50 lakhs respectively shall be provided based on the scrutiny by the JKFD.
- ii. The above-mentioned subsidy shall be provided only for the monuments/ properties of ASI, UT's Archaeology, Local MC's, Tourism Department, Forest Department, Department of Irrigation, PWD and all J&K government properties.
- iii. All the proposals that do not fall within the above mentioned criteria for claiming reimbursement of permission fee (i.e., proposal with less than 50% shooting days) shall be considered by JKFD for giving concession/ waiver off of the charges on shooting locations, as the case may be.



**Amar Mahal, Jammu**

## 8.7 Subsidy for TV serials/ shows:

S No	Subsidy	Criteria
1	Up to Rs 50 lakh or 25% of total cost of production (COP), whichever is lower	Minimum 90 days shooting within the UT
2	Up to Rs 1 Cr or 25% of total cost of production (COP), whichever is lower	Minimum 180 days shooting within the UT

- i. The information on number of shooting days in the UT shall be verified by Film Promotion and Facilitation Committee of the concerned district.  
Above mentioned subsidy shall only be provided to those applicants, who shall submit the certificate of telecast schedule from GEC (General Entertainment Channels).
- ii. If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists,





## Heritage View, Srinagar

whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.

This subsidy amount shall be provided to the film maker on the basis of the payment bills of the paying artists.

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

S No	Subsidy	Criteria
1	Up to Rs 50 lakh or 25% of total cost of production (COP), whichever is lower	On shooting minimum 50% of the total shooting days of the Web series/ shows in the UT
2	Up to Rs 1 Cr or 25% of total cost of production (COP), whichever is lower	On shooting minimum 75% of the total shooting days of the Web series/ shows in the UT



## Mansar Lake, Jammu

- i. The information on number of shooting days in the UT shall be verified by the Film Promotion and Facilitation Committee of the concerned district.
- ii. If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists, whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.

This subsidy amount shall be provided to the film maker on the basis of the payment bills of the paying artists.

- iii. Above mentioned subsidy shall only be provided to those applicants, who shall submit the telecast schedule/ release certificate from OTT Platform. As there are currently no certification criteria for OTT platform, therefore, JKFDCC shall be fully authorised for determination of its script, content and subsidy approval, on case to case basis.





## Bhaderwah, Doda

### 8.9 Subsidy for Documentary Films to be shot in J&K:

S No	Subsidy	Criteria
1	Up to Rs 20 lakh or 50% of total cost of production (COP) for National level release, whichever is lower	On Shooting Minimum 50% of the total shooting days of the Documentary film in the UT
2	Up to Rs 40 lakh or 25% of total cost of production (COP) for international level release, whichever is lower	On Shooting Minimum 50% of the total shooting days of the Documentary film in the UT

### 8.10 Patriotic/certain themes shot in UT

- The films produced, to patronize the feeling of “One Nation, Best Nation” (Ek Bharat Shresth Bharat), and on certain other themes as decided by JKFDc in English and other languages of the country (excluding the films produced in regional languages of J&K), shooting of which has been carried out for a minimum half of their total shooting days in the UT, shall be given 50% of their cost or Rs 50 lakhs, whichever is less, by way of subsidy.
- Children & women empowerment related films shall be given additional 25% financial assistance over and above as stated in 6.2.9 (i) subsidy, subject to a maximum of Rs. 50 lakh total subsidy.





**Shalimar Mughal Garden, Srinagar**

### **8.11 Subsidy on Accommodation**

Producers and their crew will have priority booking privilege in getting accommodation. Accommodation to producers and their crew will be given on fifty percent rebate over the prevailing rates of rooms at Government owned Hotels across J&K. The list of Government owned hotels is enclosed at Annexure VIII.

### **8.12 Special subsidy**

- A special subsidy in range between Rs 2 Cr to Rs 5 Cr will be granted to J&K regional films that win international awards.
- The quantum of subsidy shall be decided by JKFD, as the case may be.

### **8.13 Subsidy for Infrastructure development**

Incentives/subsidies laid down in the Jammu and Kashmir Industrial Policy 2021 will be applicable for the creation/scaling-up of film related infrastructure in the UT such as setting up of cineplexes, multiplexes etc. The procedure for applying and availing the subsidy in such cases will be same as mentioned by Industrial Policy of J&K- 2021





## Paragliding, Srinagar

### 8.14 Tax Incentives

Tax incentives for films production shall be provided as per Jammu and Kashmir Industrial Policy 2021.

### 8.15 Validity Period

These incentives are for 5 years. After the 5th year the Jammu & Kashmir Film Development Council will decide whether to continue with the incentives or not. The Incentive Disbursal Mechanism is annexed as Annexure V

## 9. Creation of Infrastructure

The Government of Jammu & Kashmir will promote and facilitate the creation of infrastructure both in the private and joint venture mode required for making films. Until the availability of this infrastructure in the private sector, the Government of Jammu & Kashmir will make efforts to remove the shortcomings in the existing setup. The infrastructure required for the development of films can be classified in general as given below:

- Infrastructure for shooting and film production.
- Infrastructure for the film screening.
- Training facilities for artists and technicians



## Gharana Wetland, Jammu

### 9.1 Ready availability of shooting equipment

The J & k Government will ensure that there is ready availability of shooting equipment for the production units shooting in the UT. For this purpose an equipment directory will be provided on the Single Window Portal.

### 9.2 Human Resource

The J & K Government shall promote employment of local talent in the films being shot in the UT. A local talent directory shall be prepared and hosted on the Single Window Portal to facilitate the film makers who come to J & K to hire local talent for shooting of their films

### 9.3 Film & TV Institutes & Expansion of their Scope

The J & K Government envisage to establish a training Institute of Performing and Visual Arts which will offer long term courses on Film making and short-term courses to develop skill sets such as Camera attendant's skills, production staff, art setting etc. Pending the establishment of such institutes, the services of already estab-





## Tulip Garden, Srinagar

lished institutes like EMMRC (Department of Electronics, Multimedia Research Centre), University of Kashmir and FTTI, Pune shall be utilized, whenever required.

Workshops will be conducted for providing training through labs such as Screen writer's lab, director's lab and producer's lab.

### 9.4 Film City & Television Studios

- The Government of Jammu & Kashmir will support setting up of film and TV studios in Jammu & Kashmir having production and post-production facilities to incentivize shooting and making of films in the UT.
- In case of Film city/Television studio, all the incentives mentioned in the J&K industrial Policy 2021 shall be applicable.
- The Government of J&K will actively support the setting up of ancillary infrastructure.

### 9.5 Studios & Labs

The Government of Jammu & Kashmir will promote the setting up of film studios and processing labs until a fully active film city is established in Jammu & Kashmir.



## **9.6 Development of shooting locales**

The Government of Jammu & Kashmir will develop various locations where the shooting of films could be done. The relevant amenities will be created/improved at these locations. It will make available the use of such identified locations for shooting and related activities on a priority basis. The Government will also produce an infomercial on such locations in the UT and screen it at National and International Film Festivals for the information of film fraternity.

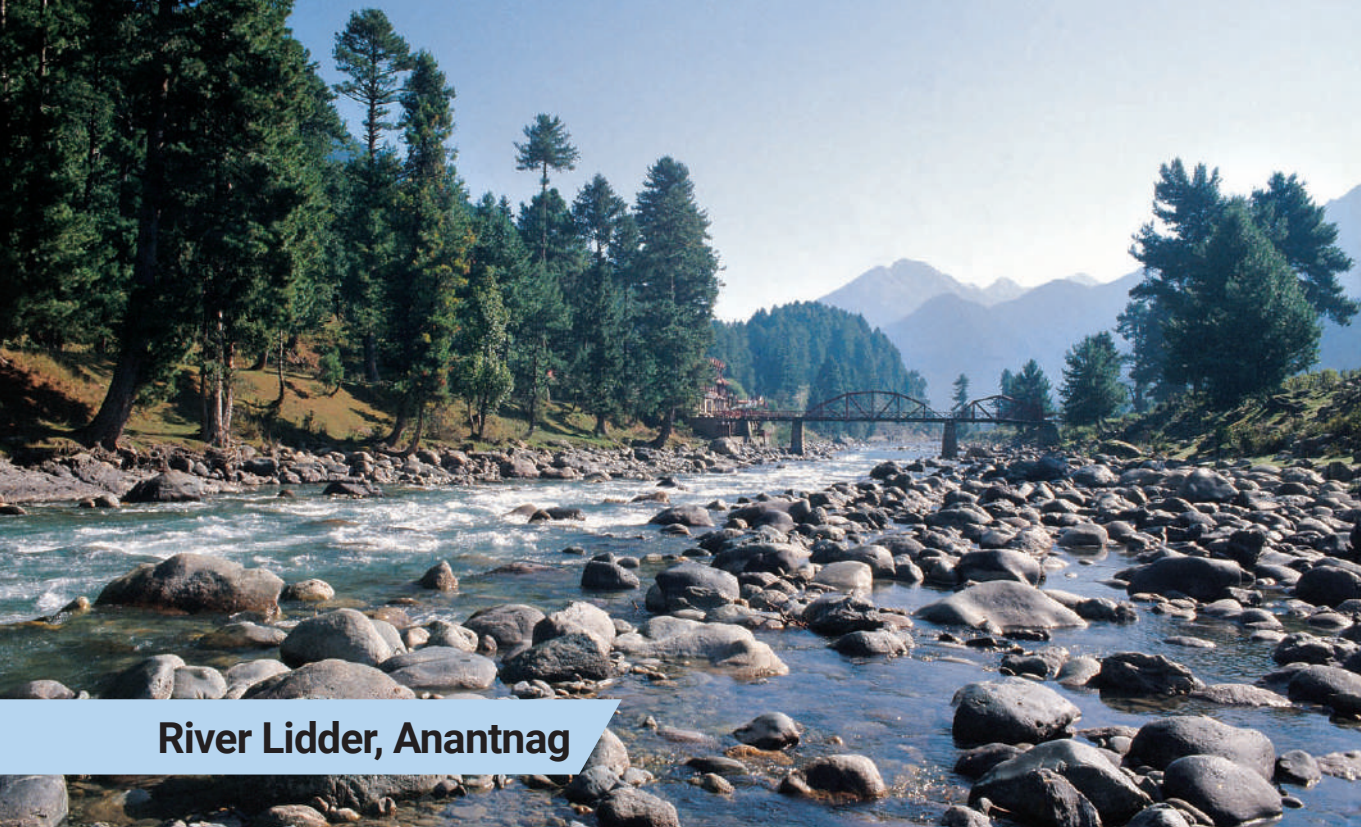
While intending producers will have to obtain all clearances (Single Window) for use of shooting locales, all such locales will be allotted/ made available free of cost for the purpose of film shooting.

A complete directory of all the locations available for shooting in J & K shall be hosted on the Single Window Portal to facilitate the film makers.

## **9.7 Use of Airstrips**

The Government of Jammu & Kashmir will facilitate the providing of airstrips and its air resources for outdoor shooting of the film in the UT at such rates as may be fixed by JKFD, through the mechanism of Single Window Clearance.





## River Lidder, Anantnag

### 9.8 FAM Trips

The government shall assist and facilitate FAM trips for potential investors, filmmakers, decision makers, regional producers or other relevant stakeholders in order to encourage and incentivise investments in this sector.

### 9.9 Single Window Portal

Knowledge and information dissemination are the key to investment in this sector. The government shall have a Single Window Portal that will provide a one stop real time data and also a help desk to assist the film makers with information and support. To assist the film makers from India and around the globe the portal will have important information such as:

- a. Location Directory
- b. Local Talent Directory
- c. Equipment Directory

### 9.10 Infrastructure for Film Screening

In the present times, television and other means of entertainment are vying with films to grab the attention of viewers. This has resulted in a sharp fall in the number of film goers which has forced the closure of the cinema halls, and many existing cinema halls are



## Margan Top, Kishtwar

on the verge of closure. To bring back the public into the cinema halls it is imperative to have high-grade facilities in film screening hall. The modern Cinema Theatre should be able to provide a unique experience which otherwise is not available while watching movies at home. To this effect the following three-pronged strategy will be adopted:

- i. Revival of Closed Cinema halls
- ii. Up gradation of existing cinema halls
- iii. Encouraging setting up of Multiplexes and Cinema Halls.

### **a. Revival of Closed Cinema halls**

The Government of Jammu & Kashmir shall encourage and incentivise owners to reopen closed cinema halls. All the incentives to such Units shall be governed under the provisions of J&K Industrial Policy 2021.

### **b. Up-gradation of existing cinema halls**

For promoting film viewing in the cinema halls, it is important to modernize and upgrade the facilities and technologies available in the existing cinema halls. The Government of J&K shall encourage the owners of the Cinema Halls to create modern amenities by way of various incentives. All the incentives to such Units shall be governed under the provisions of J&K Industrial Policy 2021.





## Kokernag, Anantnag

### c. Encouraging setting up of Multiplexes and Cinema Halls

To encourage setting up of Multiplexes and Cinema Halls, all the incentives as envisaged under the J&K Industrial Policy 2021 shall be applicable.

## 9.11 Destination Marketing for Jammu & Kashmir

The Jammu & Kashmir Film Development Council (JKFDC) will take several initiatives to promote Jammu & Kashmir 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 Jammu & Kashmir Film Development Council, proof of which shall be enclosed along with the documents for subsidy.

The logo of JKFDCC for the above purpose shall be finalised as per the process decided by the JKFDCC.



**Patnitop, Ramban**

## **9.12 Engaging Brand Ambassadors**

Government of Jammu & Kashmir will contact film makers and eminent film personalities to act as Brand Ambassadors of Jammu & Kashmir for film tourism in Jammu & Kashmir.

## **9.13 Development of Shooting Places**

The Government of Jammu & Kashmir will identify, catalogue and develop promising potential shooting locations that have aesthetic and cinematic appeal. These locations will be developed in synergy with the Tourism Department and private investors.

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 UT for the purpose of outdoor shooting, besides ensuring their wide publicity through short films, brochures and other publicity material. Special emphasis will be laid on motivating the private sector for setting up of hotels, motels, restaurants and camping facilities at these locales.





## Zabarwan Hills, Srinagar

### 10. Constitution of Film Promotion and Facilitation Committee

To ensure effective implementation of the Film policy and make available relevant facilities to film makers, a Film Promotion and Facilitation Committee headed by the concerning District Magistrate (Deputy Commissioners) will be constituted at the district level, the details of which is given as under:

S No	Members	Designation
1	District Magistrate (Deputy Commissioners)	Chairman
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	Deputy Director, Information/ Assistant Director, Information/ District Information Officer/ District Information Officer-in-charge- Convenor/Nodal Officer	Member- Secretary
6.	Any other member co-opted by the Chairman	Co-opted member



## Shri Mata Vaishno Devi, Katra, Reasi

The committee will monitor shooting related activities and ensure stay facility in the government guest house/tourist lodge on payment basis and issuance of time-bound certificate from the office of District Magistrate (Deputy Commissioner) in respect of shooting days after the shooting is over. It will also ensure prompt disposal of the difficulties coming at the district level offices. The committee will take the desired action for shooting purpose by calling a meeting of the Film Promotion and Facilitation Committee within 7 days of receiving directions from the JKFDCC about the application. Post grant of permission by JKFDCC, a Nodal Administrative Officer nominated with coordinate with the Film Promotion and Facilitation Committee to facilitate the shooting of the film.

## 11. Restoration & Preservation of J&K Films

Jammu & Kashmir Film Archives will be set up in the Directorate of Information and PR. This will enable the Government to not only maintain a record of the acclaimed work but also create a database of the film industry going forward. Existing archives (if any, both analogue and digital), as identified by the committee to be of archival value, should be restored in a 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.





## Aru Valley, Pahalgam

### 11.1 Prohibition of Illegal Exhibition of Films and Video Piracy

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

### 11.2 Organizing the Jammu & Kashmir Film Festival

The Jammu Kashmir Film Festival will be organized and will aim to encourage the production of films of Aesthetic and technical excellence and social relevance. The Film Festival will also aim at encouraging the study and appreciation of cinema as an art form.

### 11.3 Jammu & Kashmir Film Awards

The government of J & K intends to bring in a system of awarding films and film makers. The awards will be decided by the competent authority. An indicative list of awards may include the following categories:

1. Awards of Excellence for J&K Films.
2. Films Promoting Jammu & Kashmir as a Destination.



3. Felicitation of J&K filmmakers who have won awards national and international film festivals and forums.
4. Awards of excellence for J&K regional language films.
5. Any other category decided by the competent authority.

## **11.4 Audience Development Programme**

The Government of Jammu and Kashmir will promote organizations to enable the cinema to reach the audience. Films Festivals would be organized every year which would provide a platform to the people of Jammu & Kashmir to experience films of international, national and regional repute. In addition to the above, this would help in promoting the interest of people in the cinema. Special emphasis and support will be provided for audience development of regional language films of J&K.

## **12. Film Development Fund**

Starting from 2021-21, there will be an allocation of Rs. 500 crores for disbursement of subsidies envisaged in the J&K Film Policy payable in the next 5 years. Expenditure on the subsidies during the current fiscal year 2021-22 shall be made out of Rs. 100 crores available for Promotion of Cinema in the





## Afarwat, Gulmarg

appropriate head of account in the Demand of Grant of the Culture Department. However, starting from fiscal year 2022-23, a separate Head of account shall be created- Film Development Fund, in the Information Department and an annual budgetary allocation of Rs. 100 crores for the remainder term of the Film Policy shall be made by the Finance Department for disbursement of subsidies to the eligible beneficiaries/ film makers who have applied for the same.

## 13. Governance of Policy

JKFDC will be the single point of contact for supporting the development of a vibrant film ecosystem in Jammu & Kashmir and exclusively oversee the implementation of the Jammu & Kashmir Film Policy.

## 14. Policy Period

This Policy would be valid for 5 years from the date of notification.

## 15. Dispute-Mechanism

All the disputes arising under the terms and conditions of the Jammu and Kashmir film policy shall be subject to the Jurisdiction of Jammu and Kashmir and Ladakh High Court only.



## 16. Chapter of Annexure



## ANNEXURE I

### Jammu & Kashmir Film Development Council- Administrative Structure (JKFDC)

S No	Members	Designation
1	Principal Secretary to Hon'ble LG	Chairman
2	Finance Secretary or representative of Department not below the rank of Special Secretary/ DG	Member
3	Secretary, Information or representative of Department not below the rank of Special Secretary/ DG	Member
4	Secretary Culture or representative of Department not below the rank of Special Secretary/ DG	Member
5	Secretary Tourism or representative of Department not below the rank of Special Secretary/ DG	Member
6	Secretary Law or representative of Department not below the rank of Special Secretary/ DG	Member
7	Divisional Commissioner of the Division	Member
8	Director Information and Public Relations	Member Secretary
9	02 members nominated by Chairman from eminent personalities	Member
10.	Any other member co-opted by the Chairman	Co-opted Member

#### Scope of JKFDCC

1. JKFDCC shall be the single point of contact to achieve the objectives of the Film Policy.
2. JKFDCC shall be authorized to make and issue detailed guidelines, rules, checklists and all required formats and agreements etc essential to implement the Film policy, including guidelines for the disbursement of subsidies/ financial incentives
3. JKFDCC shall decide on all miscellaneous issues related to film policy of the UT.

## ANNEXURE II

**J&K Film Division would include following officers:**

S No	Members	Designation
1	Director Information and Public Relations	Chairman
2	Director Tourism Jammu/Kashmir	Member
3	Director Doordarshan, Jammu/Srinagar	Member
4	Director AIR, Jammu/Srinagar	Member
5	Deputy Director Information (Audio-visual)	Member-Secretary
6	Any other member co-opted by the Chairman	Co-opted member



## ANNEXURE III

### Single Window Approval Process for films shooting in Jammu & Kashmir

The Chairman Jammu & Kashmir Film Development Council (JKFDC) shall provide approvals for film shooting in Jammu & Kashmir based on the recommendation of the appraisal committees- Location Permission Committee and Script Screening Committee mentioned below.

Film makers shall have to apply online through the J&K - Single Window portal **[jkfilm.jk.gov.in](http://jkfilm.jk.gov.in)**. The applicant shall have to upload all the necessary documents and relevant details required on the portal such as Location information, script, etc.

The application received on single window portal shall be taken up by the following appraisal committees before presenting the case to the JKFDCC. The committees are:

**1. Location Permission Committee to grant permissions related to shooting locations, crowd management, security, use of public place for shooting etc. and shall comprise of the following members :**

S. No.	Members	Designation
1	Divisional Commissioner (Concerned)	Chairman
2	Director Information & Public Relations, J&K	Member-Secretary
3	Director Tourism (Concerned)	Member
4	Director Archaeology Department (Concerned)	Member
5	Deputy Commissioner (Concerned District)	Member
6	Superintendent of Police (Concerned District)	Member
7	District Forest Officer (Concerned District)	Member
8	Any other member co-opted by the Chairman	Co-opted Member

## 2. Script Screening Committee:

S No	Members	Designation
1	Eminent person from the field of film making / script writing/ art/ culture or any relevant field related to film making nominated by Chairman JKFD	Chairman
2	Director Information & Public Relations	Member Secretary
3	3 members from the field of film making / script writing/ art/ culture or any relevant field related to film making	Special Invitee

- Applications after appraisal by both the committees shall be submitted to Chairman, JKFD in the form of report who shall then grant the final permission based on the recommendations.
- JKFD will have the power to Grant approval/ rejection/ approve with conditions to the film makers within shortest possible time, preferably 2 to 4 weeks, of filing of complete application on the single window portal.
- The Location Committee will inter alia also facilitate coordination with UT/ Union Government bodies such as Airport Authority of India, Archaeological Survey of India etc.



## ANNEXURE IV

### Steps for filling an online application for film shooting permission:

1. **Register** - Register yourself with the UT of Jammu and Kashmir Film Eco System website **[jkfilm.jk.gov.in](https://jkfilm.jk.gov.in)** to start your application process.
2. **Fill Application Form** - Fill out the application Form for seeking permission for film shooting in UT of J&K.
3. **Upload documents** - The application form will ask for the following information/documents.
  - i. Detailed script and synopsis in case of a Feature Film, TV/Web show and series and detailed concept in case of TV/Web Reality shows and series.
  - ii. Details of shooting locations in UT of J&K and the period of shooting.
  - iii. Submit your Aadhar card and PAN card of the production house.
4. **Pay Fees** - An application along with processing fee of INR 1000 is required to be made online, to enable submission of your application. Please note that application-processing fee is non-refundable, and will not be returned under any circumstance. Kindly ensure that your production house is a Feature Film, TV/Web show and series & Reality TV/Web show and series, Documentary films, AV commercials and music videos.

## ANNEXURE V

**Subsidy Application for  
Shooting (Feature Film/TV Serial/Show/Web Series and Original shows  
on OTT platform /Documentary)/ J&K based Casting/Location Fee  
Reimbursement  
(Under J&K Film Policy – 2021)**

To,  
The Chairman,  
Jammu & Kashmir Film Development Council (JKFDC),  
Jammu & Kashmir

Sir/Madam,  
I request you to sanction subsidy for my Project titled.....re-  
leased on  
dated ..... as per J&K Film Policy – 2021. The Project has been  
shot for  
total.....days in Jammu & Kashmir out of total..... shooting days,  
that is ..... percent of total shooting days in Jammu & Kashmir. The Total  
Cost of Production of complete project is Rs..... (in wor  
ds).....as per Annexure VI of J&K Film Policy  
– 2021. The details of the Project are as follows:

**Part A: Basic Information**

- a. Name of Applicant/Producer/s:
- b. Name of Production house:
- c. Details of PAN/TAN /GSTIN:
- d. Address:
- e. Mobile No:
- f. Landline No:
- g. Email ID:
- h. Website:
- i. Name/Title of Project:
- j. Details of project (Select) –
  - i. Category:
    - Indian
    - International



- ii. Type of Project:
  - Feature Film
  - Web Series/ Original show
  - TV Serial/Show
  - Documentary

iii. Language of the project:

iv. Certification (enclose):

- Censor Board Certificate
- Cinema Hall Release Certificate
- GEC Certificate along with the telecast schedule
- OTT Platform Release Certificate (OTT specified by FFC)

v. Number of screens/Episodes (enclose proof):

vi. Length of the Project ..... Minutes (Episode wise in case of TV series/Web series/Original show)

- k. Name & Details of Director, Writer/s, DOPs and Lead Actors of the project (details like Experience, Awards received and other, enclose details):
- l. Registration certificate of Story/Script (please enclose):
- m. Format of applied project (35 MM/16 MM/HD/3D/others):
- n. Target Audience (Geographically & Demographically):
- o. Power of attorney for authorization (if required - enclose)
- p. Total Number of shooting days ..... (Enclose proof like Permission copies, payment receipts, bills etc.)
- q. Total Shooting days in Jammu & Kashmir ..... (Enclose shooting days certificate)
- r. Details of Publicity & Marketing done during the shoot of project, that give extra advantage/visibility to the UT: (Please enclose the details as per format given below)

S No	Medium of Publicity (Print, Audio/Visual, OOH, Digital, social media etc.)	Description	Enclose Supporting Docs& Digital Links
------	---	-------------	--

- s. CA Certificate of COP (in INR) as per prescribed Format.
- t. Copy of the Script/screen play of the Project. (enclose)

**Processing Fee:**

The processing fee of Rs. 15,000/- + 2,700/- (GST@ 18%) = Rs. 17,700/- have been deposited to JKFDCC through NEFT/DD ref. no.....

Dated ..... (Enclose document)

Bank Details of JKFDCC:

**Seal & sign of Applicant/Production House**

Place:

Date:

Seal:



## Part B: Project Specific Information

### Application for Feature Film

1. Series of Film in J&K (Please select) –

- First
- Second
- Third
- Fourth & above

2. Eligibility & claim for subsidy under clause 8.11 for J&K regional films

- Yes
- No

If yes,

- Please enclose the script in Hindi/English language of the film.
- Description in 200 words with screen time log, about how Jammu & Kashmir is showing in the Film.
- Screen time log for proof that more than 25% of total screen time given to J&K locations.

3. Eligibility & claim for subsidy (for additional subsidy of Rs. 50 Lakh) of J&K Film Policy 2021- Film in which Jammu & Kashmir is prominently featured with more than 75% shooting days in the state through which tourism of the state gets direct benefit:

- Yes
- No

If yes,

- Description of 200 words stating that How J&K Tourism will get direct benefit along with proof (in script/digital form along with the screen time log)

### **Application for Web Series/OTT**

1. Release platform (select) –
  - Netflix
  - Amazon Prime
  - Hotstar Disney
  - Zee5
  - Sony Liv
  - If other, (Please specify):
2. Does the Web Series have Minimum 05 Episodes of minimum 30 minutes each or total 120 minutes.  
Yes/No (enclose proof)
3. Age Rating of Web Series given by OTT platform –
  - 7+
  - 13+
  - 16+
  - 18+
4. Please enclose the -
  - Script in Hindi/English language of the web series/project.
  - Description in 200 words with screen time log, about how Jammu & Kashmir is showing in the web series/project.
  - A final digital copy of web series/project for proof.



## **Application for Subsidy on Documentary Film**

1. Category/Type of documentary: (Please select)
  - Tourism of the State
  - wildlife of the State
  - culture of the State
  - Tribe/ Local People of the State
  - heritage/ history of the State
  - Others (Please Specify)
2. Please specify Release Channel (as per approved list of FFC):
  - Name of TV Channel - .....
  - Name of OTT Platform - .....
3. Level of Release (enclose details/documents)–
  - National
  - International
4. Please enclose the -
  - Description in 200 words about how Jammu & Kashmir is showing in the documentary, in terms of tourism, culture, heritage etc. of the state.
  - Detailed biodata, experience & recognitions of the documentary filmmaker.

### Application for subsidy Local/J&K based Artist hiring

1. Name & Details of Primary & Secondary Artists: (Enclose details)
2. Total number of artists in the project: .....
  - Primary - .....
  - Secondary - .....
3. Details of the Artists (Please enclose the details as per format given below)-

Category	Name of Artists	Name of Character he/she is playing	Document (please select& enclose)	Enclose Proof of fees payment (Artist wise)	Enclose Agreement/ contract copy (Artist wise)
Primary/ Second-ary			Domicile certificate/Birth Certificate/ Education Certificate (minimum 5 Years)/ Aadhar Card/ Driving license)		



## Application for Govt. Location Permission fee Reimbursement

If applying for subsidy for Permission fee Reimbursement (Please enclose the details as per format given below) –

S No	Name of Locations	Name of Department	Indoor/ outdoor (describe)	Date & Time	Fee Payment (in INR)	Enclose receipts with permission letters	Screen time log proof of shooting location)

(Seal & sign of Applicant/Production House)

Place:

Date:

Seal:

### Instructions:

1. All the names should be filled in capital letters
2. All the columns should be filled. Name of Applicant (along with the signature of the applicant)
3. The Script & Screenplay (including dialogues) should be enclosed in one copy and it should be clear and readable.
4. Script synopsis and language should be only in Hindi/English.
5. Total Cost of Production (COP) must be certified by a chartered accountant as per prescribed format.
6. All the documents are enclosed with the form are to be self-attested.
7. It is necessary to attach the certificate/permission issued by the concerning department/ authority regarding the shooting done in J&K.

### Declaration (On Letter Head)

- i. I/we.....of M/s ..... hereby undertake that all the facts and details/documents mentioned in the application are true to the best of my knowledge and belief. If any fact or detail is found incorrect/false, JKFDCC will be free to recover all the amount sanctioned as subsidy with interest from me and also initiate legal proceedings as per the laws and regulations.
- ii. I declare that this project (film/web series/TV Serial/Documentary) has been shot in Jammu & Kashmir according to the J&K Film Policy - 2021 and it has not been produced by dubbing.
- iii. I declare that we have mentioned the logo of J&K Government and J&K Tourism at the starting of the Film/TV Serial/Web series/ Documentary with the statement of credit.
- iv. I declare that I have full knowledge that the subsidy will be admissible to the limit of the first print only.
- v. I declare that the project does not contain any strictly mature subject which may be inappropriate for below 18 years audience for the reason of violence, nudity, sex, explicit language, defamation of the state, false claim etc.
- vi. I also declare and fully aware that the JKFDCC will examine the matter of subsidy payable on my project and decide regarding granting/non-granting of subsidy on the basis whether the rules, directives and objectives as mentioned in the J&K Film Policy 2021 and rules- regulations of the policy. I will have no objection on the decision taken by JKFDCC and the decision taken by Film Facilitation Cell will be final and acceptable to me, on which I will not file any dispute in this regard on any other forum.
- vii. I declare that I have full knowledge that the subsidy is given on the expenditure heads as given in Annexure IV of J&K Film Policy -2021 and the heads allowed by the JKFDCC.
- viii. I declare that I have not taken any subsidy from any other state government for the applied subsidy as per given information in the form.
- ix. I declare that no dues are pending from any vendor of J&K against any services taken.

Place:

Name of the Applicant

Date:

Official Seal & Signature of the Applicant





## List of Required Documents with respect to the Subsidy Application Form

### Part “A”

- i. Certificate of Incorporation of the Production House.
- ii. Power of Attorney for Authorization
- iii. Censor Certificate/Release Certificate/GEC Certificate/OTT Certificate/Telecast Schedule
- iv. Proof/certificate of Number of screens/Episodes
- v. Detailed Biodata of Director, Writer/s, and Artist/s of the project.
- vi. Registration certificate of Story/Script.
- vii. Affidavit for total no. of shooting days of the project along with the relevant document (i.e. shoot permission copies, payment receipts, Daily Production Report etc.)
- viii. Film Promotion and Facilitation Committee Authorization for total shooting days in J&K.
- ix. Copies of all Shoot Permission at government locations with payment fee receipt. Details of the shooting permission and shooting charges paid on government owned locations.
- x. CA Certificate along with the total COP as per Annexure “VI” of J&K Film Policy -2021 (As per prescribed Format)
- xi. Copy of the Script/Screen Play of the Project in Hindi/English in one copy
- xii. Final digital copy of the project along with Screen log of J&K locations
- xiii. Processing fee payment online receipt or non-refundable demand draft amounting INR 17,700/- (including 18% GST) in favour of “JKFDC” will have to be submitted to JKFDC as processing fee.
- xiv. Copy of GSTIN registration certificate & PAN
- xv. Vendor Registration Form (to be filled in Capital letters as per prescribed format)
- xvi. Details of Credit to the State/ Tourism department and locations shown in the projects in digital format.

### Part "B"

- i. Description of 200 words, as required in Part B of the form.
- ii. Supporting documents of J&K specific film
- iii. Local Artists fee payment Receipt and agreement
- iv. Proof of Local Artist Hiring (Domicile Certificate/Birth Certificate/ Education Certificate of minimum 5 Years/Aadhar Card/Driving License)
- v. Shoot permission copy & Payment receipts of shooting permissions at government locations of J&K.
- vi. Any other document required in the subsidy application form.

## ANNEXURE VI

### **Certificate by Chartered Accountant for Cost of Production (COP) Eligible for subsidy for Feature Film/T. V. Serial/ Web Series/ Documentary (Under J&K Film Policy – 2021)**

Certified that the applicant ..... from ..... production house has completed the shooting project of ..... (Project type- Feature Film/T. V. Serial/ Web Series/ Documentary) ..... titled ..... is eligible for subsidy of the J&K Film Policy 2021. The.... (Project type.) ... is released on.....in..... states/OTT on total..... screens / Global Release.

The expenditure incurred on the project (COP) is as under:

Sr.	Heads of the Expenditure	Amount in INR
<b>1</b>	<b>Manpower Hiring Cost</b>	
1.1	Lead Actor Fees (other than J&K Residents)	
1.2	Producer fees	
1.3	Director & Writer fees	
1.4	Supporting Cast Charges (other than J&K Residents)	
1.5	Dialogue/Story Writer fees	
1.6	Extras & Features Charges	
1.7	Direction Department Fees	
1.8	Production Department including Line Producer Fees	
1.9	Art Department fees including wages	
1.10	Choreographer & Photographer Fees	

<b>2</b>	<b>Equipment &amp; Production Cost</b>	
2.1.	Camera & Equipment Hire Charges	
2.2	Sound Equipment hire Charges	
2.3	Light & Grip Hire Charges	
2.4	Generator Hire Charges	
2.5	Vanity Van, Walkies & Picture Vehicle Hire charges	
2.6	Costume purchase & Hire Charges	
2.7	Art, Set & Props expenditure	
2.8	Camera, Grip & Light Fees	
2.9	Sync Sound & Sync Security	
2.10	Costume Department Fees	
2.11	Make-up & Make-up Material	
2.12	Production Office Cost	
2.13	Post production, Legal & Auditor fees/charges	
<b>3</b>	<b>Lodging Boarding &amp; Transport</b>	
3.1	Entourage Charges	
3.2	Transport Charges	
3.3	Flights & Hotel Accommodation expenditure	
I	Heads of the Expenditure	
	A	
	Food & Beverage Expenditure	
<b>4</b>	<b>Location Cost</b>	
4.1	Location charges (except govt, locations charges of J&K)	
Total A		
B		
<b>5</b>	<b>Primary Artists (J&amp;K Resident only)</b>	
6	Secondary Artists (J&K Resident only)	
Total B		
C		
<b>7</b>	<b>Location Charges (Govt. location charges in J&amp;K only)</b>	
Total C		



D		
8	Other Particulars (If any)	
8.1		
8.2		
8.3		
Total D		
Total Expenditure (A+B+C+D)		
9	Arrangement of Fund	
9.1	Loan: If any: Name of the Bank/Financial Institution and amount of Loan	
9.2	Contribution from other sources	
9.2.1		
9.2.2		
9.2.3		
9.2.3		
Total		

The total COP is Rs ..... (in words) .....  
 ..... Certified that the expenditure given in this certificate have been verified from the ledgers, book of accounts and bank accounts of the production house. Separate lists of head-wise expenditures are appended with the certificate.  
 This is also certified that this project carried by ..... (No.) production houses. Agreement for the same is attached. (If applicable)

Date of issue of certificate:

Place:

Signature

Name, registration No. Membership no., Address, Seal & UDIN No.

## ANNEXURE VII

### Eligible International Awards

No.	Feature Film Festival	Key Sections
1.	Sundance Film Festival – January	World Cinema Dramatic competition
2.	Sundance Film Festival – January	Premieres
3.	Int. Film Festival of Rotterdam – January	Hivos Tiger Awards Competition
4.	Int. Film Festival of Rotterdam – January	Bright Future
5.	Int. Film Festival of Rotterdam – January	Spectrum
6.	Berlin International Film Festival–February	Competition
7.	Berlin International Film Festival–February	Panorama
8.	Berlin International Film Festival–February	Forum
9.	Berlin International Film Festival–February	Generation K-plus & Generation 14plus
10.	Festival de Cannes–May	In Competition
11.	Festival de Cannes–May	UnCertain Regard
12.	Directors' Fortnight–May	World Premiere
13.	International Critics' Week – May	World Premiere
14.	Venice International Film Festival–September	In Competition
15.	Venice International Film Festival–September	Orizzonti
16.	International Critics' Week – September	Official Selection
17.	Venice Days–September	Official Selection

18.	Toronto Int. Film Festival – September	Special Presentation
19.	Toronto Int. Film Festival – September	Discovery
20.	Busan Int. Film Festival – October	New Currents
21.	Busan Int. Film Festival – October	Windowon Asian Cinema
22.	Locarno Int. Film Festival	Concorso International

### Oscars

No.	Award	Key Section
1.	Oscars	Foreign Language Film

Note: The above list is based on award recognised by Ministry of Information and Broadcasting, Government of India and is subject to revision.



## ANNEXURE VIII

### List of Establishments of J&K Tourism Development Corporation in Jammu Division

#### A) District Jammu

1. Hotel Jammu Residency TRC Jammu
2. Tourist Cafteria Bagh-e-Bahu
3. Tourist Complex Jio Pota Akhnoor
4. Canteen at Civil Secretariat Jammu
5. Cafeteria at Sidhra Golf Course

#### B) District Samba

1. Tourist Complex Chichi Mata Ji

#### C) District Reasi

1. Tourist Reception Katra
2. Tours Bungalow Katra
3. Yatri Niwas Katra

#### D) District Udhampur

1. Tourist Complex Mansar
2. Tourist Complex Kud
3. Hotel Maple Patnitop

#### E) District Ramban

1. Hotel Alpine & Tourist Huts at Patnitop
2. Tourist Complex Padora Patnitop
3. Tourist Complex Sanasar
4. Tourist Complex Batote
5. Tourist Complex Ramban

# List of Establishments of J&K Tourism Development Corporation in Kashmir Division

## A) District Srinagar

1. Hotel Kashmir Residency TRC Srinagar
2. Hotel Kongposh TRC Srinagar
3. Hotel Hemal Srinagar
4. Hotel Lala Rukh Srinagar
5. 'Cheshmashahi Hutments at Cheshmashahi Srinagar
6. Tourist Cafeteria Nehru Park Srinagar
7. Nunkun Chinies Restaurant Nehru Park Srinagar
8. Cafeteria at Royal Spring Golf Course Srinagar
9. Zaika Restaurant Zero Bridge Srinagar
10. Canteen at Civil Sectt. Srinagar
11. Cruise Restaurant in Dal Lake Srinagar

## B) District Budgam

1. Tourist Complex Yusmarg

## C) District Baramulla

1. Tourist Complex Gulmarg
2. Tourist Complex Tangmarg
3. Tourist Complex Alambal

## D) District Ganderbal

1. Tourist Complex Sonamarg
2. Tourist Complex Mammar
3. Tourist Complex Manasbal

## E) District Anantnag

1. Pahalgam Club at Pahalgam
2. Tourist Huts & Tourist Bungalow
3. Tourist Complex Aru (Pahalgam)
4. Tourist Cafeteria at Aishmukam
5. Tourist Complex Kokernag
6. Tourist Complex Verinag
7. Tourist Complex Achabal
8. Tourist Complex Daksun

## F) District Kulgam

1. Tourist Cafeteria at Qazigund

## G) District Shopian

1. Tourist Complex Aharbal

## H) District Ramban

1. Tourist Complex Banihal





[jkfilm.jk.gov.in](http://jkfilm.jk.gov.in)

---

**DEPARTMENT OF INFORMATION & PUBLIC RELATIONS**  
**GOVERNMENT OF JAMMU & KASHMIR**