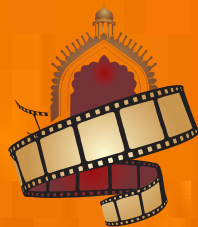
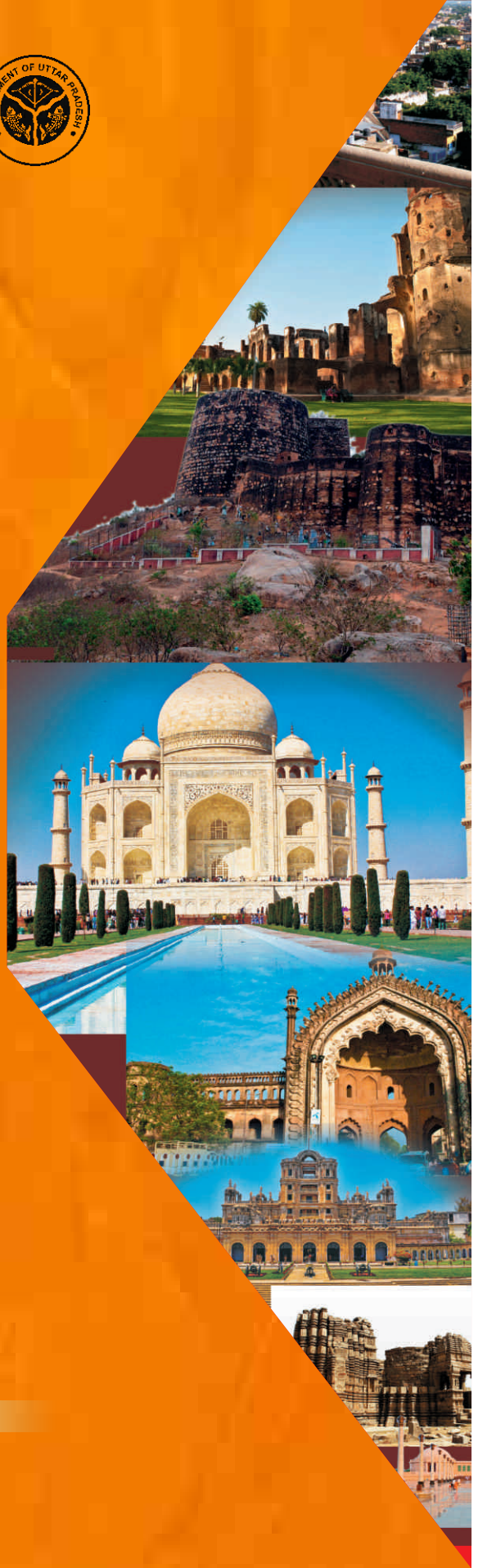
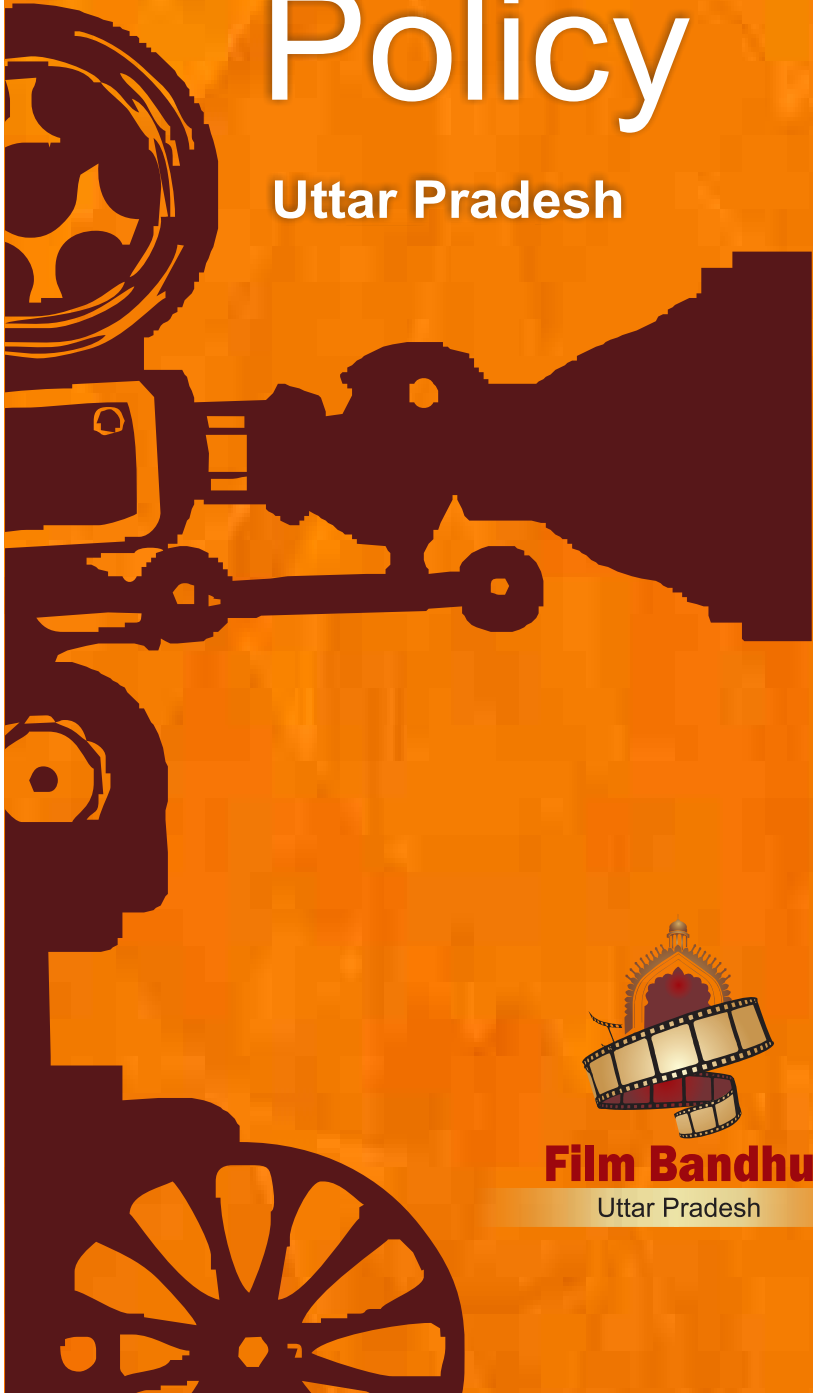




Film Policy

Uttar Pradesh

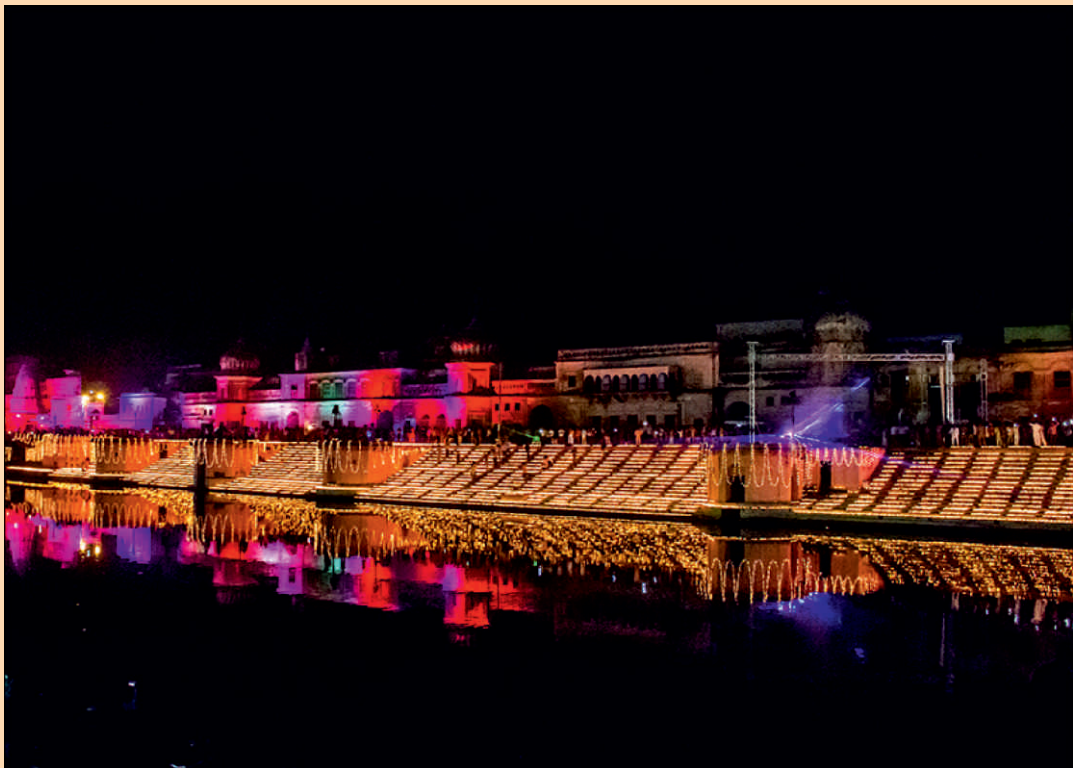


Film Bandhu

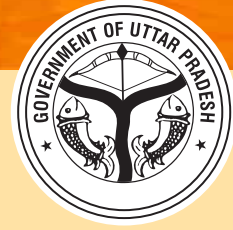
Uttar Pradesh



Indonesian Artists in Ramleela



Deepotsava in Ayodhya



Yogi Aditya Nath

Hon'ble Chief Minister, U.P.



Residency, Lucknow

Uttar Pradesh Film Policy-2015 (modified)

1.

Prologue

- 1.1 In the twentieth century, Indian cinema has emerged as a powerful instrument to give effect to social and cultural changes. Being an entertainment industry, it has not only affected the social behavior of the people of the country, but also played a key role in the development of the mass culture. Today, cinema plays an important role in the economic activity of the society. In the last few years, films have proved to be a powerful medium to acquaint large audiences with picturesque sceneries and varied cultures, which has helped in promoting tourism. No doubt, Indian cinema has become a powerful instrument in creating the image of contemporary India, not only within the country, but also in other foreign countries. Gradually, day by day, the importance of Indian cinema is being universally accepted. The Indian government has decided to establish the cinema as an industry. Such a decision had already been taken by the state government of Uttar Pradesh in 1998. In the present century, cinema is not only a source to provide entertainment but also plays an important tool for the enhancement of employment opportunities, social consciousness and cultural development.



- 1.2 The state of Uttar Pradesh has played an important role in the history of Indian cinema. A lot of note-worthy and eminent film producers, directors, actors, singers, musicians and story/script writers have originated from the state of Uttar Pradesh. Despite a part of the state having been converted to another state of Uttarakhand, the vast terrain of Uttar Pradesh still offers vast cultural-heritage, rich history, opulent architecture and diversity of local cultures, etc. which provide the necessary elements for the film production. 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 overall development. The purpose of this policy is to provide a strong infrastructure for the 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 center for the production of films.
- To provide information about the most amazing, incredible and delightful places in Uttar Pradesh and the means to attract the tourist from various parts of the world.
- To promote and publicize the cultural, mythological and historical heritage and the rich traditions of the state, in the country and as well as in other parts of the world.
- To provide opportunities for the development of acting and filmmaking talent in the state.
- To provide opportunities for job creation in the state.
- To provide means for attracting additional investment in the state through the film industry.
- To provide healthy and relatively economic entertainment to the people of the state and that of the country.



Bara Imambara, Lucknow

3.

Strategy

The state government is trying to make the best possible effort to cater to the above mentioned objectives and in this step has formulated 'UP Film Bandhu'. The following efforts will be made to create a suitable environment for film production in the state.

- To provide assistance in the development of best and national level competitive infrastructure ,
- To Renovate the existing infrastructure,
- To provide means for renovation and upgradation,
- To provide the required facilities and necessary services ,
- To provide the administrative support,
- To provide attractive packages of financial incentives,
- To provide attractive schemes/system of financial support required for the appropriate issues and
- To provide the promotion for non-government organizations engaged in the publicity of cinema.

4.

Definition

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



Gorakhnath Temple, Gorakhpur

5. Infrastructure

- 5.1 Films require a specific type of infrastructure. The state government will encourage such type of infrastructure in private as well as in joint sector. Until this type of infrastructure becomes available in the private sector, the government will try to overcome the existing shortcomings in the present infrastructure.
- 5.2 The necessary infrastructure required for the development of films in general can be classified into the following categories :-
- Infrastructure required for shooting and film production such as - studios and processing labs.
 - Infrastructure for the screenings of film.
 - Equipments.
 - Training facilities for artists , technicians and for some specific areas of expertise.



Sarnath, Varanasi

5.3 Infrastructure for Film Shooting/ Film Production

5.3.1 Film City

5.3.1.1 In the past, Uttar Pradesh government had established Noida Film City, which has gradually turned as a major hub for shooting of TV serials of Northern India. The state government will upgrade and promote the current facilities available in this film city, so that this film city may develop as the focal point of film production in northern India.

5.3.1.2 An expert agency will be engaged to study the feasibility for the utilization of resources and potentials available in the state, required for the production and shooting of films. The main objective of this study by the said expert agency will be to evaluate the opportunities available in the private sector for the development of new film cities and film laboratories. This study and evaluation will be conducted by 'Film Bandhu' and on the basis of their evaluation report, a detailed project report would be prepared for the implementation to be done by the private sector. Detailed action plan will be drawn up for each calendar year separately.



5.3.1.3 State government will support the establishment of film cities by providing land at industrial rates and will also assist for providing active support for the development of the 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 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 laboratories will be promoted by the state government. For the establishment of these studios & laboratories, under this policy of Film Bandhu, the state government institutions will not only provide credit facilities but also , the regional films will be linked with the scheme of providing subsidiary , so that the studios/laboratories situated in the state may be benefitted.



Film Bandhu
Uttar Pradesh



Chattar Manzil, Lucknow

6. Display of films

Strong penetration of T .V. and cable networks has badly affected the film industry. A large number of cinema houses have resulted in the state of closure due to decline in cine-viewership and there has also been a gradual loss of the maintenance in the remaining operating cinema halls. For the overall development of the film industry, it is necessary that the cinema display facilities are of high-class; also, in case of cinema halls, viewers will be attracted to the theaters only if film viewing experience in the cinema hall is radically different from that of watching the film at home. Hence , in order to promote the physical amenity and facilities and for encouraging the up gradation of the technology , the state government has formulated a policy for upgrading the present cinema halls.

7. Reduction in Entertainment Tax

To promote the film industry in the state and to provide entertainment to public on economical rates, the state government, under the film policy has implemented the reduced rates of entertainment tax applicable w.e.f. 04.09.2009 –30% on the tickets up to Rs 10/- , 35% on the tickets for more than Rs. 10/-but up to Rs.30/- and 40%on the tickets for more than Rs.30/- . Due to the reduction in the rates of entertainment tax by the state government, the entertainment is being provided to the public on a very economical price. Under the scheme of Film Policy, it can also be considered further to reduce the rates of entertainment tax in future.



Tajmahal, Agra

8. Multiplexes

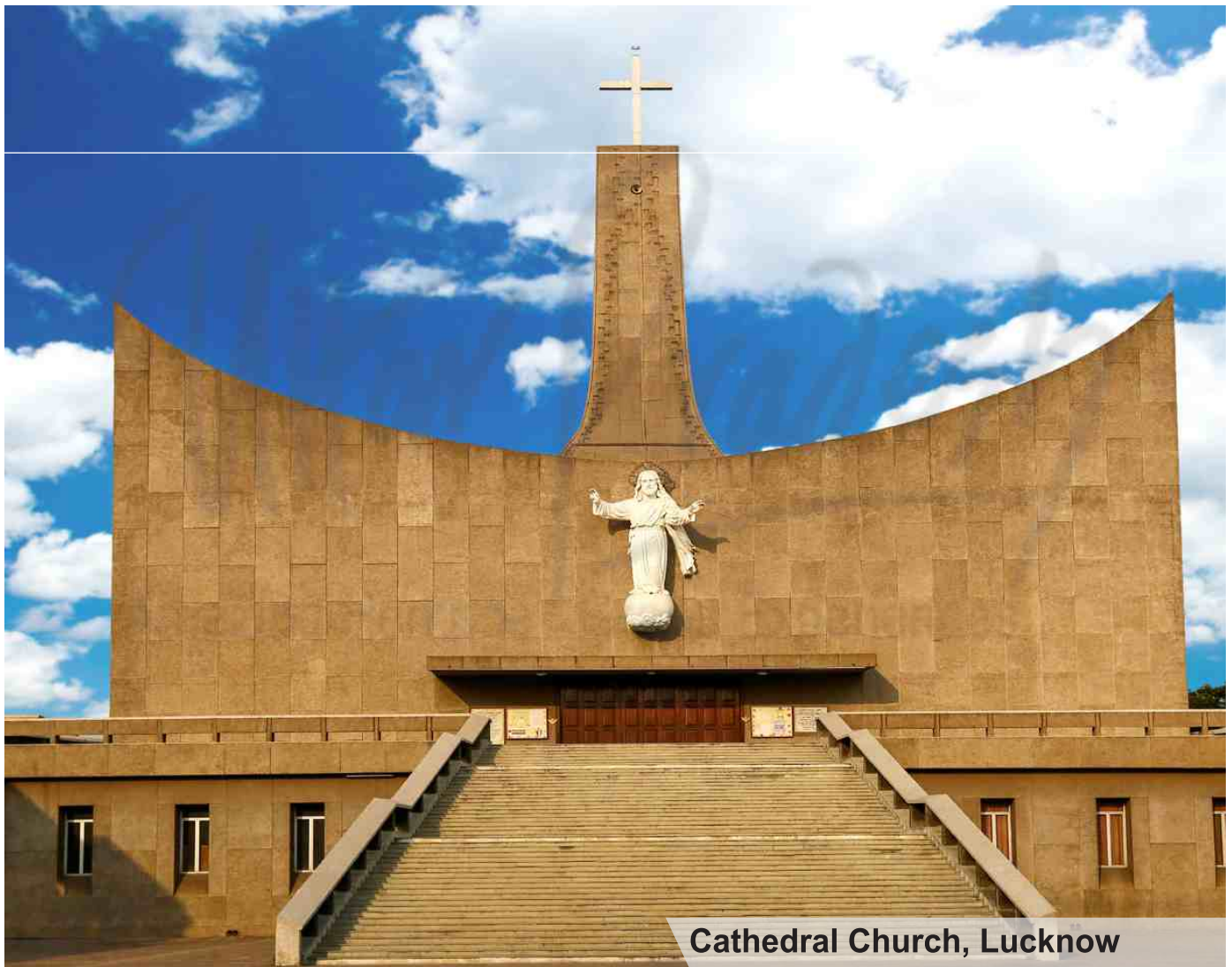
Multiplex is the latest method of film display, which is technically highly developed. In Uttar Pradesh, for setting up multiplexes which have two or more cinema halls, incentives were given firstly in 1999 through encouragement schemes by the state government, which have been further extended from time to time. Encouragement scheme was started vide Government order no. -1972/ 11-6-10 M (72)/ 2010 dated 03.01.2011, under which the multiplexes being constructed in the municipal limits and Noida/ Greater Noida will be subsidized up to the extent of 100 percent in the first year, 75 percent in the second and third year, and 50 percent in the fourth and fifth year. Multiplexes to be constructed outside Municipal limits and Noida / Greater Noida in different localities, will be subsidized to the extent of 100 percent in the first, second and third year, and 75 percent in the fourth and fifth year. This scheme was effective until 31.03.2015.

All the multiplexes which are covered under the Uttar Pradesh Film Rules - 1951 and have been constructed on prior permission by the concerned District Magistrate and have procured the license after



Buland Darwaza, Fatehpur sikri

31.03.2011 and are followed by all the rulings applicable as per G.O. dated 27.09.2005 shall also be the beneficiary to be subsidized as per G.O. dated 03.01.2011 which is in the continuity of G.O. No. 1211/11-K.ni.-6-2005-20-R. (12) / 98 dated 27.09.2005 amended by G.O. No. 1055/ 11-6-14-M.(19)/ 2008 dated 19.12.2014. Multiplexes built in the Municipal areas and Noida / Greater Noida shall be subsidized in the first year and second year up to the extent of 75 percent on the amount of entertainment tax of all theaters, and in the third year, fourth year and fifth year shall be subsidized up to the extent of 50 percent on the amount of entertainment tax of all theaters. Similarly, all the multiplexes which have not been able to procure the license for running the cinema halls up to 31.03.2011, but fall under the film rules of 1951 and are impressed by the G.O. dated 27.09.2005., and can procure the license for running the cinema halls up to 31.03.2016, can also be benefited with the above scheme for being subsidized subject to the condition that the owner of the multiplex has strictly followed all the rulings laid down in the G.O. dated 27.09.2005 and has also procured the pre-consent of the concerned District Magistrate for the construction of the multiplex as per G.O.



Cathedral Church, Lucknow

9. Revival of the closed cinema halls

Revival of the closed cinema halls is a priority for the state government. Restructuring for cinema halls with 125 or more seat capacity along with initiation of trading activities will be done under the G.O. number-231/ 11-6-11-20 M. (19)/ 2008 dated 20.05.2011., in order to make the cinema business financially viable, for the closed or loss-making cinema halls.

10. Up gradation of Existing Theaters

For watching films in cinema halls, it is necessary to promote the viewing tendency in current theaters by making available and upgrading the modern features and technologies. As per the G.O. number- 952 dated 03.11.1999, issued by the state government, cinema halls which are upgraded with public utility facilities like modern sound system, air conditioning, generator sets, false ceiling and replacement of all furniture, shall get the benefit of holding the amount of entertainment tax up to the extent of max. 50 percent which shall be imposed after the addition of the



La Martiniere College, Lucknow

above mentioned facilities subject to the deposit of revenue in government exchequer by means of entertainment tax of the amount equal to the deposited amount in the preceding year. Again, vide G.O. number-621(1) dated 12.09.2014, in addition to the G.O. dated 03.11.1999, 50 percent of the amount of investment shall be subsidized subject to some terms and conditions applicable on the installation of digital projection system and solar panels in the cinema halls.

11. Maintenance of cinema house premises

For the maintenance of cinema hall premises vide notification number- 1315/ 11-6-2013- M. (92)/ 2009 dated 28 November 2013, it has been laid down that the cinema hall owner, with immediate effect, will utilize Rs. 6 and Rs. 3 for maintenance and air conditioning facilities respectively excluding the amount of the entertainment tax. By this ruling of film policy , the owners of the cinema hall shall have to maintain the premises so that the public coming into cinema hall is provided with better facilities.



Gita Temple, Mathura

12.

Land

- 12.1 As per the film policy, in case of new cinema halls, the cinema hall owners can utilize maximum 30 percent of the total covered area for commercial purposes.
- 12.2 For the future development of multiplexes and cinema halls, the key sites will be allotted by the local municipal authorities. Land for multiplexes/cinema halls, will be made available through auction, with residential rate being assumed to be the minimum rate, and the person concerned will have to construct the multiplex / cinema house before using the land for commercial purpose. In addition, the construction should be started within one year of getting possession of the land by the person concerned.

13.

Captive Power Generation

For successful business operations, the cinema halls require regular and uninterrupted power supply. Installation of power plant generator in the cinema houses by the cinema hall owners will be encouraged by the state



government. The power generated by these plants will be electric duty free for 3 years.

13.1 Minimum consumption guarantee

Like other industries, if the cinema houses consume their set annual minimum consumption guarantee within a few months, they will have to pay the bill based on their actual power consumption for the remaining period of the balance year.

14. Cinema halls as a Industry

Cinema houses have been given the status of an industry in Uttar Pradesh.

15. The statutory amendment

After consultation with the industry representatives, cinematography rules and other laws related to cinema will be amended as deemed necessary, to pave a way for the construction and installation of multiplexes and small cinema houses.



Deva Sharif, Barabanki

16. Equipment

Until, the proper development of functional film city/cities and film industry in Uttar Pradesh, the state government will provide the equipments available in the various departments like education, information and culture to film makers on rent. As per the requirement of the filmmakers, the current reserve of these available equipments will be increased. 'Film Development Fund' will be used for the acquisition and maintenance of these equipments. For this purpose, the Film Bandu will act as a 'nodal agency' and a pool of all the equipments will be arranged by Film Bandu. To ensure the availability of equipments, Film Bandu will not only pool with the government departments as mentioned above , but also pool with the private sector.

17. Development of the shooting sites

The Department of Tourism will select sites, develop them and actively promote and publicize them for outdoor shooting from a range of places available in the state that are rich in natural beauty, cultural traditions and also have the historical monuments. For this, transparencies, short films,



promotional literature like brochures, etc. will be developed. As per the state's new 'tourism policy', the private-sector will be encouraged to establish hotels, motels, restaurants and rest houses in these shooting locations.

18. Training of Artists and Technicians

- 18.1 For the development of the film industry, it is absolutely essential that genius artists and trained technicians are readily available. Uttar Pradesh government will coordinate with Government of India for opening a branch of Film and Television Institute of India. This branch will meet the aspiration of those talented young people, which in the northern part of the country, would like to pursue a career in the film industry. Until the establishment of the branch in the state, development of the famous Bhartendu Natya Academy will be done in the form of 'State Institute of Film and Television'.
- 18.2 Film technicians will be trained in selected industrial training institutes. The objective related courses will be initiated in some institutions. State government will encourage the private-sector to develop film-related businesses and training institutes.



- 18.3 Students from Uttar Pradesh attending the Indian Film and Television Institute, Pune and Satyajit Ray Film and Television Institute, Kolkata will be given annual scholarships of Rs. 25,000 /-. Maximum of ten scholarships will be provided for each of the two institutions. The amount to be spent for this purpose will be disbursed from the 'Film Development Fund'.
- 18.4 Courses of "Performing Arts" will be initiated in different universities of the state, so that the state's youth develop their talents and highlight any possible opportunity.

19. Residential Facility for Film Units

For out-door shooting units in the state, Uttar Pradesh State Tourism Development Corporation will provide hotels/ motels rooms at a discount of 25 percent. Public Works Department, Forest Department and Irrigation Department and the State Property Department guest houses/ rest houses will be made available at minimal prices to the 'film units'.



Chunar Fort, Mirzapur

20. Use of Government Airstrips

The use of airstrips located in different parts of the State, will be allowed by the State Government on payment of rent at schedule rates for out-door shooting.

21. Films Funding

21.1 Funding films is a key factor in the development of the film industry. The Indian government has agreed to give industry status to films and to determine funding from commercial banks, the 'Kanan Samittee' has been formed. State financial institutions of Uttar Pradesh are already facilitating funding as per the commercial rules for studios and equipments like hard wares. Once the recommendations of the 'Kanan Samittee' are submitted to the Government of India, the state government is committed to adopt them upon approval by the Government of India.



Chuna Dari, Mirzapur

21.2 Till the report of 'Kanan Samittee' is approved, the funding of the films will be done by Film Bandhu through the Film Development Fund. The State National Film Development Corporation, PICUP and banks will together provide a loan scheme, but this funding will be available to only those films for which the shooting of the films being done is over 75 percent in the state and in the script, an effort is being made for highlighting the magnificence and the glory of the state.

21.3 Film Fund

21.3.1 For the development of film and film-related infrastructure funding, 50 paise will be charged on cinema tickets. This fee will be deposited in each district treasury under the name of 'film fund'. Such amount collected and confirmed from the Department of Institutional Finance, provision for an equivalent amount shall be made in the Income-expenditure account under a separate head of The Directorate of Information & Public relation Department, (UP), Lucknow, which will be accepted by 'Film Bandhu' in the shape of grant and shall be deposited in 'Film Vikas Nidhi' under the head of Film Bandhu. Such



Windom Fall, Mirzapur

type of arrangement will be organized by "UP Film Bandhu". Also , the income incurred from the rent of equipments for cinematography and the income incurred from the sale of tickets of Film festivals shall also be deposited in the income of 'Film Vikas Nidhi' over and above the grant received. The funds of 'Film Vikas Nidhi' shall be utilized for the following activities:-

- Development of infrastructure facility for film/ video film/ documentary films and regional films .
- To encourage the production of Hindi film/ video film/ documentary film and regional film.
- Providing financial services for the above-mentioned films.
- Providing grants for the production of the above-mentioned films.
- Provide film-related equipment systems.
- Establishment of film studio.



- Awards for films.
- Film scholarships for film students.
- Organizing film festivals.
- Organizing film seminars.
- All programs related to the film.
- Establishing Film Bandhu and maintaining related expenses.

21.3.2 "**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 comprise of the following officers:-

- | | | |
|----|---|---------------|
| 1. | Principal Secretary, Information Department
Government of UP | Chairman |
| 2. | The Secretary, Information Department
Government of UP | Vice-Chairman |
| 3. | The Secretary, Finance, Government of UP | Member |
| 4. | Secretary, Tax and Registration, Government of UP | Member |



Film Bandhu
Uttar Pradesh



Varanasi Ghat, Varanasi

- | | | |
|-----|--|-----------------------|
| 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. | Managing Director, PICUP | Member |
| 9. | The Commissioner, Entertainment tax,
Government of UP | Member |
| 10. | The Director of 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 | Treasurer |
| 13. | The Assistant Director or equivalent level officer | Joint Secretary |



22. Financial Incentives

- 22.1 Exemption from Trade Tax:** The state government has already declared the cinema as an Industry. The UP government has decided to exempt the trade tax payable on the transfers of copyrights of film by film producers to the distributors and exhibitors of films.
- 22.2 Tax Incentives:** The State Government of Uttar Pradesh in the past has already announced attractive incentive schemes on charging of entertainment tax for films which are being shot in UP. According to the announcement, for the films for which 50 percent of the shooting is done in the state, they will be exempted for a period of six months for the amount equal to the 50 percent of entertainment tax. For the films which are being shot in UP for more than 75 percent, they will be exempted for a period of one year for the amount equal to the cent percent of entertainment tax. This arrangement was effective until the date 31.03.2006. This arrangement has been continued further by G.O. No. -86/11-K.ni.-6-14-20-R (10)/96 dated 17.01.2014 .
- 22.3 Tax exemption of films:** Films for display in UP have been provided exemption in the entertainment tax through policy laid down vide G.O. No. -1053/11-K.ni.-6-2000, 20-R (10) / 96, dated June 13, 2000, under



Deepotsav, Ayodhya

which (a) The film produced or undertaken by "the Children's Film Society " (b) The national award winner film for "The Best Feature film" and "The Best Hindi Feature film" and "The Best Bal film" from Government of India (c) The Best Indian film in "International film festival" (d) Documentary film produced by Films division (A unit of Govt. of India) (e) A film based on Family Planning , for which nearly 75 percent of the content is based on family planning (f) Some purposeful movies (not included in above categories) produced by State government/ Central Government/State Government undertaking or N.F.D.C and authorized Co-operative bodies. Provision for exemption in entertainment tax in film industry in UP has also been made for films having cinematography in UP vide amendments made in GO No. -86/11-K.ni.-6-14-20. R (10) / 96 dated 17.01.2014. Along with this, the government has also allowed exemption in the entertainment tax for the films to run 200 print/week of any film to be used for a maximum time frame of 3 months in place of earlier provision for 12 prints.*

22.4 Progressive tax system: State government shall review from time to time the entertainment tax structure so that it can be made more attractive for film production, establishment of studio and laboratories.



23. Regional Movies

- 23.1 In other states, regional Films play a prominent role in job creation and infrastructure development successfully which is an exemplary model. The state of UP , even after being involved with the colorful culture of hindi language and unique and rich folk culture which is embedded in the heart of the state, still , lack in regional, linguistic and zonal cinema. Regional languages of UP have been frequently used in Indian literature. Bhojpuri, Awadhi , Braj and Bundeli speaking people are scattered not only in India but all over the world. Bhojpuri films made in the past have been rated highly successful in commercial terms and some best of Indian films have been produced in this language itself. So there are great opportunities for growth and success of regional films.
- 23.2 The state of UP is completely familiar with the power and potential of these regional languages which is inherent in the culture. The regional film production will be actively encouraged .This would not only develop a strong regional and zonal film industry, but also a



Jhansi Fort, Jhansi

significant number of jobs will be created at the local level and will reflect the local cultures of the state. The growth of the regional film industry in the state will create an environment, in which UP will attract mainstream Hindi films also. A developing regional film industry can also help creating a infrastructure of film industry which is financially strong, as such, the state government in Uttar Pradesh will give impetus to the development of regional films.

23.3 Grant /Incentive System

1. As per, UP Film Policy- 2001 (as amended-2014) clause-23.3.1, the limit for grant of Awadhi, Braj, Bundeli, Bhojpuri films is a maximum of 50 percent of the cost and the same for Hindi films is maximum 25 percent of the cost.
2. If the above mentioned films (in point-1) are produced in Uttar Pradesh, with at least half of the total shooting days being in the state, the grant ceiling of Rs -1,00,00,000.00 (Rupees One Crore only) will be applicable.

3. If the above mentioned films (in point-1) are produced in the Uttar Pradesh, with at least two-thirds of the total shooting days being in the state, the grant ceiling of Rs -2,00,00,000-00 (Rs million Rs only) will be applicable.
4. As per the Film Policy, production houses who are making films for the second time after getting grant for their first film production in the state of UP , the following grants shall be allowed by the state government :-

Movie Details	The state's position in the film shooting	The maximum amount of grant
The second film in the state	On doing half of the shooting duration of the film in the state	Rs-1,25,00,000-00 (Rupees one crore and twenty five lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-2,25,00,000-00 (Rupees two crore and twenty five lac only)
The third film in the state	On doing half of the shooting duration of the film in the state	Rs-1,50,00,000-00 (Rupees one crore and fifty lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-2,50,00,000-00 (Rupees two crore and fifty lac only)
The fourth film in the state	On doing half of the shooting duration of the film in the state	Rs-1,75,00,000-00 (Rupees one crore and seventy five lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-2,75,00,000-00 (Rupees Two crore and seventy five lac only)
Fifth or more film in the state	On doing half of the shooting duration of the film in the state	Rs-2,00,00,000-00 (Rupees two crore only)
	On doing two-third of the shooting duration of the film in the state	Rs-3,00,00,000-00 (Rupees three crore only)

5. The grant for the films produced in the state by the National / International Award winner producers / directors of films who have already once received grant previously under the policy of "Film Neeti" shall receive the grant as under :-

Movie Details	The state's position in the film shooting	The maximum amount of grant
The second film in the state	On doing half of the shooting duration of the film in the state	Rs-1,75,00,000-00 (Rupees one crore and seventy five lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-2,75,00,000-00 (Rupees two crore and seventy five lac only)
The third film in the state	On doing half of the shooting duration of the film in the state	Rs-2,25,00,000-00 (Rupees two crore and twenty five lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-3,25,00,000-00 (Rupees three crore and twenty five lac only)
The fourth film in the state	On doing half of the shooting duration of the film in the state	Rs-2,50,00,000-00 (Rupees two crore and fifty lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-3,50,00,000-00 (Rupees three crore and fifty lac only)
Fifth or more film in the state	On doing half of the shooting duration of the film in the state	Rs-2,75,00,000-00 (Rupees two crore and seventy five lac only)
	On doing two-third of the shooting duration of the film in the state	Rs-3,75,00,000-00 (Rupees three crore and seventy five lac only)

6. If a producer is shooting a movie in the state, and the main five actors of the film belong to UP, then the amount equal to the remuneration of those five actors OR the amount for Rs 25,00,000 / - (Rs. Twenty five lac), whichever is less, shall be provided as an additional grant.



7. Similarly, if a producer is shooting a movie in the state and the whole cast of actors belong to UP, then the amount equal to the remuneration of all those actors OR the amount for Rs 50,00,000 / - (Rs. Fifty lac), whichever is less, shall be provided as an additional grant.
8. If the processing of a film is being done in UP after the shooting of the film, then the amount equal to 50 percent of the cost of processing OR maximum. Rs. 50.00Lac, whichever is less, shall be provided as grant.
9. If an investor opens any film training institute in any of the major cities of Uttar Pradesh (Excluding Noida / Greater Noida) then , the cost of funds upto 50 percent OR Rs. 50.00Lac, whichever is less, shall be provided as an additional grant.
10. If a film producer during filmmaking / film shooting covers the tourist destinations, cultural theme / heritage of UP, which is specifically represented and recognized in the state and outside the state then, Rs.50.00Lac which is the maximum limit of grant to be



Panch Mahal, Fatehpur Sikri

provided, shall be given .

11. The condition of providing grant up to the extent of Rs. 5.00 crore in a year for film industry is being relaxed to produce maximum films in languages of Hindi, including Awadhi, Braj, Bundeli and Bhojpuri languages and to develop the film as an industry and to increase the employment in the state.
12. To provide the above mentioned grants, a committee shall be formed which shall include a Chartered Accountant , who has the experience to evaluate and assess the income expenditure of the film making , and to evaluate the amount of the grant to be allowed.
13. "The Uttar Pradesh Film Development Council " will be responsible for selecting the film to allow the grant on the basis of - the quality of the script, the director's experience and reputation and for the evaluation of budget of the grant to be allowed. In the absence of "The Uttar Pradesh Film Development Council " , this evaluation work will be conducted by The Chairman of Film Bandhu.



Kalinjar Fort, Banda

14. The grant on a film will be provided on the basis of the raw-stocks, recording and re-recording, expenditure related to lab and studio, the cost of film unit to stay in hotels of the state, the cost of local transport (taxi fare etc.) in the state, the cost of costume purchased in the state, cost for make-up materials and rent paid for jewelry in UP, the cost of rent for the equipments and the rental cost for shooting of film locations in the state of UP.

CA certified original certificate for the expenditure incurred on actual basis along with the detailed description of the expenditure of all types and related self- attested invoices will be required to be submitted.

15. A declaration and oath from the end of Producer/Director of the film shall be provided confirming the number of days for shooting and other relevant papers to be enclosed confirming the actual number of days for shooting the film in the state.

16. The grants will be given only to the extent of the first print.



17. The grant will be given to the production house of that film.
18. Effort will be made to hold International Film Festival in Lucknow , based on the culture, tourism, historical heritage and composite culture of Ganga Yamuna.
19. The detailed procedure to determine the above data shall be prepared by Film Bandhu.
- 23.4 Compulsory display of regional films for two weeks:** To ensure display of regional cinema in the state , provisions shall be made to display regional films in all the theaters up to the extent of minimum two weeks per year. For this, notification will be issued under UP Movie (Regulation) Act, 1955.
- 23.5 Tax exemptions:** Any film being produced in the state in any of the above mentioned regional languages, the film shall be exempted from the entertainment tax upto the extent of 100 percent for a period of one year.*



24. Administrative Facilities

- 24.1 Film Development Council :** For the long term and meaningful development of film industry in Uttar Pradesh, the "Film Development Council" will be established. The Council will be chaired by a renowned film personality nominated by the Government. The Council shall consist of the distinguished filmmakers, distributors, artists and government officials. The Director, Information (UP), will be the convener of the council. The Council will periodically discuss on long term strategies for the development of films in Uttar Pradesh, advise the government for the necessary up gradation of infrastructure for the development and promotion of films and create the strategy for making investment in film industry in UP more attractive. The Council will monitor the activities of "film policy" and when ever and where ever there is need to reform or modify, the same will be suggested .
- 24.2 Formation of State Film Division:** To monitor the film policy and run the display of small / educational films produced in the state of UP , The State Film Division under Information and Public Relations



Film Bandhu
Uttar Pradesh



Kushera Fall, Mirzapur

Directorate, has been formed. The State Film Division will provide accessible, simple timely certification facility. The state film division has the following officers: -

- | | | |
|----|---|----------|
| 1. | The Director, Information UP | Chairman |
| 2. | Director, Doordarshan, Lucknow | Member |
| 3. | Director, All India Radio, Lucknow | Member |
| 4. | Director, Culture, UP | Member |
| 5. | Commissioner, Entertainment Tax, UP | Member |
| | Or his representative not below the rank of Additional Commissioner. | |
| 6. | Additional Director Information UP | Member |
| 7. | Deputy Director, Film, Information, UP | Member |

Or Officer nominated by The Director, Information

- 24.3 Separate distribution area:** The state of UP has a major contribution in the revenue from Hindi films. Even then, for the purpose of film distribution, this has been kept in parity with other states. There will be an effort and stress shall be laid out that Uttar Pradesh state may be set up as a separate distribution area. By this, the revenue of the state



of Uttar Pradesh can be reinvested for the funding of film industry in UP in a beneficial manner. To achieve this goal, appropriate legal and financial arrangements will be developed. The distributors will be inspired and encouraged to set up their offices in the state. These distributors will be prioritized in getting the allocation of land and building from the development authorities concerned.

24.4 **Single desk system for approvals** : For the successful implementation of the film policy and to provide better facilities to the persons associated with the films, " single desk system approvals" has been formed. All pending cases relating to all areas of film policy to facilitate the implementation will be made available by the committee set up under 'film bandhu'.

24.5 **Security system for film production** : Uttar Pradesh is well known for its gracious hospitality. Various Indian and International films have been shot in the state, and in terms of law and order there has been a pleasant experience of the filmmakers with local population. The state will continue its tradition of hospitality and, the producers shall be provided with necessary security arrangements free of cost, but the producers will have to inform the local authorities at least three



Allahabad University

weeks prior, so that necessary arrangements can be made up in advance. This information can be conveyed through Film Bandhu also. To provide special security for film shooting in the state, a separate 'Film shooting wing' shall be formulated under the Police Department. Under this wing, necessary number of police force shall be deployed, so that during the film shooting and on the demand of film producers the requirement for security personals can be met out. This additional special police force shall be made available to film producers subject to payment on schedule rates.

- 24.6 **Video piracy and hold on illegal display of films:** The film industry has been badly affected by Video piracy and illegal display of films through various communications . The government is committed to protecting the right of public to see the good quality and certified films. To prevent Video piracy and display of uncertified films, the concerned rules and regulations will be strictly implemented. To achieve this objective, the state shall form a "vigilance committee" which will include the representatives of Industry, Entertainment, Home and Information department .



Lion Safari

Publicity of films

25.1 It is universally true that the film industry is completely dependent on public support. A populous Uttar Pradesh presents an excellent support base for film industry. It is unfortunate that the film culture prevalent in some parts of the country is not being represented in Uttar Pradesh. State will make efforts to popularize the films in public, so that more and more people's attention can be drawn to this educative source of entertainment. The following methods will ensure the realization of this goal:

- Organization of film festivals.
- Distribution of awards.
- Film Societies support.



Dudhwa National Park

25.2 **Film festival:** The state will organize Film Festival once a year. The purpose of this film festival is to bring these high-class national and international films much nearer to public. It is believed that it will develop healthy cinema culture and film industry in the state and will create a broad base. For this purpose, the state will make a treaty with The Directorate of National Film Festival. The festival will be organized jointly by Industry, Information, tourism, entertainment tax and Culture Department. The Film festival will be organized through the Film Vikas Nidhi and the observer for this job shall be 'film bandhu'. This opportunity will be developed as the specific tourist opportunity.



25.3 Award

25.3.1 The state government will establish the system to honour individuals associated with high-level production of films. Awards for Hindi films produced between January 01 to December 31 will be considered for every year.

1. The selection of films will be made by UP Film Development Council.
2. Both the producer and the director of the film shall be honoured by awarding separately Rs. 2,51,000 / - (Rupees two lac fifty one thousand only) each.

25.3.2 These awards and the ceremony of awards will be funded by the 'Film Vikas Nidhi'



Film Bandhu
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Agra Fort

25.4 **Film Societies** : Film Societies plays an important role in the development of film culture and in creating an intelligent class of viewers. It is a means by which a sophisticated national and international cinema, is seen by knowledgeable people, this is further discussed and analyzed. Film society movement is restricted to a few places in the state. To encourage their activities 'Film Society of India' will provide the grant to the legally registered serious and active film societies upto the tune of Rs 5,000 per annum . Effort will be made to pursue National Film Development Corporation (N.F.D.C.) and the Film Society of India to provide special packages to these societies to develop and upgrade its activities.

The Government is also making effort to establish Film City in Varanasi and Film Institute in Lucknow to felicitate the producers, actors and artisans of the Industry.

* *Policy is due for modification after introduction of GST.*



Applications for subsidies of film format

To,

**Director
Film Bandhu, UP
6 Park Road, Hazratganj,
Lucknow, Uttar Pradesh -226 001**

Sir,

Request to kindly provide the grant as per rules for the film made by applicant for whichpercent shooting of the film will be/has been done in UP . The total cost estimated/incurred in the film is Rs (in words) The Film-related details are as under:

1. Name of the applicant producer / director.....
2. Name of the applicant's father
3. Full address of the applicant.....
Mo.e-mail.....
4. Movie name / title
- (Impa / Vimpa registered certificate is attached)**
5. Name of banner
6. The language of film
7. Type of film
8. The synopsis and script of film.....
(Including dialogue) (Enclose in six-six copies.)
9. The name of the director and
- his past experience **(Enclose resume)**
10. Name of Director and
- his past experience **(Enclose resume)**

11. Name of Writer / Script Writer and
his past experience (**Enclose resume**)
12. Name of the main actor / actress and
his past experience (**Enclose resume**) (**Mention Place of Birth.*Mandatory**)
.....
13. Is the applicant National / International Film Award-winning producer / director?

Yes / No (✓ **Tick**)

If yes, provide details / evidence (**Enclose self-attested**) .
14. (a) The total number and names of artists
.....

(b) Number of artists from UP with name, residential address
..... (which / who have played or
will play a critical role in the film. (**Enclose proof.**)
15. The proposed/ happening filming place In Uttar Pradesh, (including district) and Date (**Enclose details**)
16. Production Details :
- (a) The estimated / Total length of film Meter

The number of Reels.....

Period Minutes
- (b) Details of shooting in Uttar Pradesh
- length of film..... Meter
 - The number of reels
 - Period Minutes
- (c) A description of the shooting shifts (InUttar Pradesh)
Indoor..... outdoor

- Total Shifts. Spread over month
- (d) Shooting location (including the district)
1.
2.
3.
4.
- (e) The first date of shooting
- (f) The last date of shooting.....
- (g) The number of members of the unit
- (h) The number of shifts in film editing
- (i) Details of the technical staff
- (j) Release date
- (k) Publicity promotion during the production

Description of programs

- | | | |
|-----|--|--------------------|
| | Budget Review | (amount in rupees) |
| (a) | Producer..... | |
| (b) | Director..... | |
| (c) | Story, screenplay and Dialogue | |
| (d) | Actor..... | |
| (e) | Salary of production unit | |
| (f) | Lyrics/music | |
| (g) | Choreography..... | |
| (h) | To produce the film on celluloid format | |
| (1) | Raw-Stock (Up till the first release print) | |
| (2) | Laboratory charge | |
| | (Picture Negative, sound Negative, only the first print of the picture Positive, Inter Negative, Inter Positive) | |
| (3) | The total amount of recording and re-recording: | |
| | Re-recording -: mono, stereo, Dolby, D T C and sound track transfer) | |

- (i) To produce the film on digital format
- (1) Total expenditure on Raw-Stock
- (2) Laboratory Charge
- (3) The total amount of recording and re-recording:
(Re-recording-: mono, stereo, Dolby, D T C and sound track transfer)
- (j) Rent of studio
- (k) Rent of Equipment
- (l) Travel and freight expenses:
- (m) Sets, designing, Supervision
- (Construction, Models and Special Properties)
- (n) Costume, makeup, materials and jewelry:
- (o) Expenditure on publicity
- Print media
- Electronic media
- (p) Incidental expenses
- (q) Estimated / actual total cost of finance on production of film
- Source of Finance :
- Self :
- Loan :
- Other :

Details of Fees Processing of Film Bandhu

Draft No. Date

RsName and address of bank

Location :

Name of Applicant

Date :

Applicant Signature

Terms and conditions:-

1. The application must be filled in duplicate.
2. All names must be in full lettering.
3. All columns must be filled.
4. The film's synopsis and script (including the dialogue) to be attached to the format prescribed in six-six copies.
5. Screenplay should be registered with 'writers' Association in Mumbai.
6. The synopsis should not exceed 3 pages.
7. Script should be in computerized format with letter font size 14 points and is in One and a half line spacing.
8. Total budget cost to be certified by a chartered accountant.
9. Film producer / director / firm / organization / producer / partner income tax deposit certificate for the last three years.
10. Deposit a draft of Rs. 15,000 /- in favour of 'Film Bandhu UP' as non-refundable processing fee.
11. In the plot synopsis purpose, message, social usefulness and UP Culture and Tourism details need to be clarified in the context .
12. After completing the specifications of Film policy and clearance from the censor board - 30 percent of the grant will be paid. Remaining of grant funds will be paid only after the release of film.
13. The film's title must be registered in official institutions of "Impa" or Vimpa etc..
14. Proposal of Films must be submitted by the producer or director only.
15. For the film made In Uttar Pradesh, attach the concerned District Collector's office certificate.
16. The grant shall be given only after the recommendation of the committee for script and financial analyst formed by the Chairman Film Bandhu.
17. All self-attested by the applicant with the application record / certificate must be attached.

Declaration

I.....M/s.....
..... Son / daughter

oath declares / that all the facts and details given in the application form is correct to my knowledge and belief. If any of these incorrect facts and details are found in the form of grants accepted / approved by , then the grant released shall be forfeited by the government and Film Bandhu shall be free to take any legal action against me..

2. I also declare that this film, as per the film policy has been/will be shot/shooted in the state. It is/will not prepared by dubbing .
3. I also declare that I know that the grant shall be allowed only for the film Raw-stock, lab fees, recording and re-recording.
4. I hereby declare that I know that the grant will be given only to the extent of the first print.
5. I declare and sworn that the issue related to allow grant for my film shall be analyzed by film bandhu and for this, the rules whether regulations and guidelines laid down by the film policy of state government and film bandhu have been followed or not, shall be decided by film bandhu. I will have no objection on the decision taken by film bandhu on the issue to allow grant or not for my film, and the decision taken by film bandhu shall be final and abiding on me, for which I shall not approach to any forum or judiciary body.

Location:

Signature of Applicant

Date :

Applicant's Name



Varanasi Ghat



Kumbh Mela at Allahabad

