

# POWER CHAT

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**What are the top 5 ideal shooting locations in Delhi?**

Delhi has 500+ locations listed and available for film shooting in our e-Film Clearance system. However, here are some of the top shooting locations filmmakers must explore

Town Hall, Chandni Chowk, Connaught Place, Dilli Haat INA, Baansera and Asita Parks on both sides of the river, Garden of Five Senses, Humayun's Tomb and Sundar Nursery, Mehrauli Archiological Park are some of the favorites

**What kind of ecosystem and infrastructure initiatives undertaken by the Delhi Government to facilitate filming?**

The Delhi Government has undertaken several initiatives to facilitate filming and create a friendly ecosystem for film makers. Here are some key features of the Delhi Film Policy 2022

**e-Film Clearance System:** Online Single Window Mechanism: This mechanism simplifies the process of applying and getting filming approvals. This system connects the Production House with Locations Stakeholders, Delhi Police, Delhi Traffic Police and Administration on a single online platforms and get all the approvals related to film shootings within 15 days period.

**Delhi Film Fund - Incentive/ Subsidy for Filmmakers:** The Government has made a provision of providing a subsidy of up to Rs. 3 cr. for each project to filmmakers with well-defined conditions such as the number of days of shooting, location and branding of Delhi in the film, local hiring of actors among other factors.

**Film Shooting Promotion Cell:** This cell in Delhi Tourism helps Production Houses for all technical and ground levels support to facilitate film making in Delhi.

**International Film Festival and Film Excellence Awards:** The Government will host an International Film Festival and Delhi Film Excellence Awards, to acknowledge, honour and celebrate people who contribute to growth and excellence of Delhi Film Industry, in order to promote and boost filming talent from Delhi.



**Infrastructure Development:** To further attract film shoots, agencies, facilities and infrastructure related to film production will be developed in the capital.

These initiatives aim to establish Delhi as a shooting and film producing destination and further develop shooting locations in Delhi by building and enhancing film-related facilities and infrastructure.

**Could you tell us the highlights of any incentives or SOPs offered to foreign productions to shoot in the state?**

Delhi Government works closely with Invest India/ Film Facilitation Office (FFO) of Ministry of I&B, Government of India, for helping the Foreign Production house. All foreign films need to obtain clearance from the ministry. Once the approval is accorded further facilitation is provided by Delhi Tourism. Further provision for providing incentive/ subsidies to foreign films is created in the Delhi Film Policy 2022.

**What would attract film maker from non-Hindi or South states to shoot in Delhi?**

The capital city of India offers a unique blend of modernity and rich cultural heritage, making it an attractive destination for film makers from Hindi as well as non-Hindi states.

**Diverse Locations:** Delhi offers a wide range of shooting locations, from historical monuments like the Red Fort, Qutub Minar and Humayun's Tomb to modern architectural marvels like Lotus Temple and Akshardham Temple. The city's diverse landscapes can cater to various storytelling needs.

**Cultural Melting Pot:** Delhi is a cultural melting pot, with people from different parts of India residing here. This diversity can add authenticity to films depicting stories from different cultures

**Government Support:** The Delhi Government provides support through the Film Shooting Promotion Cell and the online single window clearance mechanism, making the process of obtaining permissions smoother

**Financial Incentives:** The Delhi Government provides financial incentives and subsidies to film makers, which can be a significant attraction

**Delhi Film Card:** The envisaged Delhi Film Card will offer discounts on facilities like travel within Delhi, logistics, hotels, etc., which can be beneficial for film crews.

These factors, combined with the city's vibrant energy and bustling streets, makes Delhi an attractive destination for film makers from all over India.

**What are the marketing & promotional activities the State plans to attract films from India and abroad?**

The Delhi Government has launched the 'Delhi Film Policy 2022' to promote the city as a hub for movie production. Here are some of the marketing and promotional activities planned:

1. Participation in International and National Film platforms to promote the Delhi Film Policy and its incentive schemes
2. Publicity material 'Cinemagic Booklet' containing filming locations
3. Delhi Film Fund: The government has allocated Rs. 30 cr. for the 'Delhi Film Fund', which will help attract film makers from across the globe
4. International Film Festival: The government plans to host an International Film Festival to attract the filming fraternity from India and abroad
5. Delhi Film Excellence Awards: To acknowledge, honour and celebrate people who contribute to growth and excellence of Delhi Film Industry
6. Any film, TV show or web series which glorifies the culture and heritage of Delhi, will be promoted at tourist locations in consultation with the Production House and location specific stakeholders

**Can you give us an indication of future plans to further develop Delhi as a production hub?**

Delhi and NCR region already has many studios and production facilities. In addition to the film city planned in Noida, Delhi will offer AVGC (Animation, Visual Effects, Gaming & Comics) production facilities with availability of technically competent manpower in the region.

Film fraternity is encouraged to use the infrastructure of Dilli Haat at INA, Janakpuri and Pitampura and lush green landscape of the Garden of Five Senses.

These initiatives, combined with the existing Delhi Film Policy 2022, aim to establish Delhi as a major production hub in India and attract filmmakers from across the globe.

**Any specific initiatives undertaken by DTTDC after you taking charge in the area OR any information that you would like to share with the filmmaker's community?**

The Delhi Tourism and Transportation Development Corporation (DTTDC) has undertaken several initiatives for promotion of Delhi Film Policy 2022. After detailed deliberations with Motion Picture Association, USA, Producers Guild of India and Location Stakeholders, the Operational Guidelines are prepared for implementation of Delhi Film Policy 2022, which will be launched soon.

The initiatives to interact with film makers community is further boosted through participation in India International Film Festival 2023, Goa and other leading film expositions such as India International Film Tourism Conclave (IIFTC), Mumbai in recent past.

In addition, interactions with leading film makers such as Oscar winner, Guneet Monga have given us better insights in the film industry. All efforts are being made to make filming an enjoyable experience for film makers, by connecting people with each other and the world. These initiatives aim to create a conducive environment for film making and promote Delhi as a preferred destination for film production.

