

MADHYA PRADESH FILM TOURISM POLICY 2020

To facilitate shootings of Feature Film, Web Series, TV Serial & Reality Show, Documentary and to promote Private Investment in Film Tourism in MP

1. Vision: To make Madhya Pradesh a major film friendly state and create more employment opportunities through film industry in the state
3. Objectives: The key objectives of Film Tourism Policy are:
- 3.2 Develop MP as a central hub for making films and enhance employment for local talent
- 3.4 Create films making infrastructure and encourage investment in the state in film sector
- 3.6 Marketing and Branding of State through filming & accelerate tourism growth in MP
- 3.7 National/International recognition to the tourist places of MP through films
4. Strategy for Promotion of Film Tourism:
- 4.1 Define procedures, approvals, permission and licenses to reduce redundancy and provide conducive environment to the Film makers
- 4.2 Provide financial incentives and exemptions and land for development of infrastructure and to attract investment
5. Advisory / Empowered Committee: An Empowered Committee has been constituted by MP government, which is authorized for clarification/ interpretation/ dispute resolution for implantation of this Policy
6. Film Facilitation Cell:
- To implement the Film Tourism Policy 2020, a dedicated Film Facilitation Cell (FFC) shall be set up. The FFC under the Chairmanship of Managing Director, Madhya Pradesh Tourism Board (MPTB), shall act as the nodal agency of the state for Film Tourism
- 6.3 Scope of Work of Film Facilitation Cell (FFC):
- 6.3.1 Receive online applications

- 6.3.2 Set up an in-house Finance Committee to securitize the supporting documents
- 6.3.3 Register Line producers to coordinate film shootings
- 6.3.4 Providing annual scholarship for the students of the state for studying in FTII, Pune, SRFTI, Kolkata and NSD, Delhi
- 6.3.5 Make and issue the detailed guidelines, rules, process checklists, agreements etc. essential to implement the Policy
- 6.3.7 Compile details of all locations suitable for shooting which shall be published through media
7. Implementation:
- 7.1 The policy document and forms shall be available on the website
- 7.2 This policy shall be applicable to all the makers as per the guidelines
- 7.3 A one-time Online Registration with the FFC shall be mandatory
- 7.4 FFC shall scrutinize the proposals the project before the approval
- 7.5 FFC shall coordinate with all concerned department to ensure timely approvals/ permissions
- 7.6 After completion of the project, the producer shall submit the project cost for subsidy as per Annexure A
- 7.7 Finance Committee, shall examine the subsidy application, and forward to the Chairman along with its recommendations
- 7.8 A subsidy approval letter shall be issued after approvals
- 7.10 Amount of subsidy shall be released within a time limit of 45 working days from the date of submission and to be paid online
8. Single Window Clearance
- A Dedicated online film web portal to provide a single- point interface and time bound clearance
- The portal shall also act as a platform for dissemination of information and rules & regulations
- The FFC, shall provide necessary support and facilities to all the applicants for permissions
- The nodal officer appointed in

- each district to coordinate for the implementation of the Policy
9. Marketing Assistance to promote film tourism:
- Development of theme parks, selfie points, film festivals & film awards
- Participation in domestic and International festivals & events
- Develop and promote shooting locations as tourist attraction
10. Financial incentives under Film Tourism Policy:
- To encourage more film shoots in the state, following eligibility criteria are set for the subsidy for the films (in any language)
- 10.1. Subsidy for feature films:
- 10.1.1 Subsidy for first film:
- Min. 50% of total shooting days in the state: Subsidy up to Rs. 1 cr. or 25% of COP, whichever is lower
- Min. 75% of total shooting days in the state: Subsidy up to Rs. 1.50 cr. or 25% of COP, whichever is lower
- 10.1.2 Subsidy for second film:
- Min. 50% of total shooting days in the state: Subsidy up to Rs. 1.25 cr. or 25% of COP, whichever is lower
- Min. 75% of total shooting days in the state: Subsidy up to Rs. 1.75 cr. or 25% of COP, whichever is lower
- 10.1.3 Subsidy for third film and onward:
- Min. 50% of total shooting days in the state: Subsidy up to Rs. 1.50 cr. or 25% of COP, whichever is lower
- Min. 75% of total shooting days in the state: Subsidy up to Rs. 2.00 cr. or 25% of COP, whichever is lower
- Additional/ Special Subsidy
- If MP prominently features in a film with more than 75 % of total shooting days in the state and if the state tourism gets direct benefit: Additional subsidy of Rs. 50 lakh – at discretion of FFC
- For MP specific story/ script based on the state with special branding of MP: A special grant of 50% of the COP of film or Rs. 5.00 cr., whichever is less - at discretion of the Empowered Committee

- 10.1.4 The percentage of film shooting in the state shall be calculated basis the no. of days shot in MP out of the total shooting days of the film
- 10.1.5 The information on number of shooting days in the state shall be verified by the District Collector
- 10.1.6 Additional subsidy for employing local/ MP artists:
- For min. 3 primary cast: Additional subsidy of max. Rs. 25 lakh
- For min. 5 secondary cast: Additional subsidy of a min. of Rs. 10 lakh
- or 50 % of the actual payment of artist - whichever is less (for both the above categories)
- This subsidy shall be provided on the basis of the bills of the artists
- 10.1.7 The Cost of Production (COP) of a film and the number of shooting days to be decided on the basis of detailed project report submitted with the application
- 10.1.8 Reimbursement of permission fee for shooting
- 50% reimbursement of actual shoot permission charges paid
- For film / web series/ original show on OTT platform/ documentary - Min. 50% of total shooting days
- For TV serial/ show in the State - Min. 90 days shooting
- 75% reimbursement of actual shoot permission charges paid
- For film / web series/ original show on OTT platform/ documentary - Min. 75% of total shooting days
- For TV serial/ show in the State - Min. 180 days shooting
- 10.1.9 Special subsidy for film project not meeting min. 50 % of total shooting day criteria - decided by the FFC
- Min. 20 % of the total screen time to the scenes shot in MP with special branding to the state: Subsidy of max. Rs. 75 lakh
- Min. 10 % of the total screen time to the scenes shot in MP with special branding to the state: Subsidy of max. Rs. 50 lakh

- 10.1.10 Regional Language Cinema is a major industry in the southern states with large audience in regional languages (Tamil, Telugu, Kannada and Malayalam). To increase the popularity of the tourist places of MP in the southern states and attract more tourists, there is an additional financial subsidy of 10 % after the fulfilment of all the criteria mentioned under above mentioned in 10.1
- Subsidy under clause no. 10.1.8 shall be provided only for the monuments/ properties of ASI, Tourism Department, Forest Department, Municipalities, and all State Governments properties
- Proposal that do not fall within the above criteria for reimbursement of permission fee (less than 50 % shooting days) may be considered for concession / waiver off location charges at discretion of FFC
- FFC shall issue guideline and procedure for providing the subsidy to film makers
- 10.2. Grant for TV serials / shows:
- Min. 90 days of shooting: Subsidy up to Rs. 50 lakh or 25% of COP, whichever is lower
- Min. 180 days of shooting: Subsidy up to Rs. 1.00 cr. or 25% of COP, whichever is lower
- 10.2.1 No of shooting days (Refer 10.1.5)
- 10.2.2 Subsidy provided upon submission of the certificate of telecast schedule from GEC
- 10.2.3 Additional subsidy for employing local/ MP artists (Refer 10.1.6)
- 10.3 Grants for Web Series / Original Show on Over the Top Platform:
- Min. 50% of total shooting days in the state: Subsidy up to Rs. 50 lakh or 25% of COP, whichever is lower
- Min. 75% of total shooting days in the state: Subsidy up to Rs. 1.00 cr. or 25% of COP, whichever is lower
- 10.3.1 No of shooting days (Refer 10.1.5)
- 10.3.2 Additional subsidy for employing local/ MP artists (Refer 10.1.6)
- 10.3.3 Subsidy provided on submission of the telecast schedule / release certificate from the OTT platform

- Guidelines for shooting web series / original OTT platform shall be issued by FFC, on the basis of the guidelines received from the Ministry of I&B, Govt. of India
- There are currently no Certification criteria for OTT. Therefore, the FFC is authorized for determination of its script, content and subsidy approval
- 10.4 Grant for Documentary Films:
- The following subsidy is provided to encourage experienced and reputed documentary film makers to produce documentary related to the state, tourist destinations, wildlife, culture, food, handicraft, religious festivals, lifestyle, textile, people of the state, heritage, history, historic figures etc
- For National level release - Subsidy up to Rs. 20 lakh or 50% of total COP, whichever is less
- For International level release - Subsidy up to Rs. 40 lakh or 50% of total COP, whichever is less.
- 10.5 For shooting of international Film / TV Serial / Web Series or Original Shows of OTT platform
- For minimum 07 days in the state - Subsidy max. 10% of COP
- In case of special branding of the state - Subsidy of max. 25% of COP
- Max. subsidy amount Rs. 10 cr. – Decision in this regard at sole discretion of the FFC. This facility shall also be provided to the domestic film makers with film project cost of more than Rs. 100 cr. Such unit shall have the option to choose the grant facility provided under clause no. 10 or clause 10.5
- All subsidies and reimbursements shall be payable on producing U & UA Certificate from CBFC for feature films only and release of Film/ Telecast/ Webcast of TV serials/ Web series on media platforms. Film released in MP is considered as All India release
11. Infrastructure Development: To facilitate film producer and tourists, state government shall improve basic infrastructure i.e. roads, transportation, accommodation closer to shooting site

12.

Development of Service Infrastructure: Hotels and other tourism products and services operational by MP State Tourism Dev. Corp. (MPSTDC) shall offer 40% discounts for film crew. Facilities will be provided at concessional rates by state owned institutions such as Sports Academy, Boat Clubs etc.
13.

Specific Infra. Assistance: State Government air strips & choppers shall be available to the film makers at prescribed rate
14.

Incentive for Film Infrastructure: State Government shall encourage private sector for purchase/ import of production equipment as per the Tourism Policy 2016 / 2019
15.

Financial Incentives for creating Physical Infrastructure:
- 15.1.

Section 6.8 of Tourism Policy 2016 / 2019 provides the following subsidy on creating infrastructure of permanent nature and installation of equipment for film studio / production in the State

Capital Grant for permanent infrastructure, construction and equipment for film studios, museum, aquarium, theme park:

Minimum project cost: Rs. 1 cr.
% of grant on fixed capital: 15%
Maximum grant limit: Rs. 5 cr.

In addition, the skill development centers and start-up projects of the film sector shall also be eligible for the grants under the clause no 6.8
- 15.2.

Under clause 5.16 of Tourism Policy 2016 / 2019 “Film Studio and Development of Infrastructure and Installation of Equipment for Film Making” shall also be eligible for investment promotion assistance as per clause 6.19 of the policy large/ mega/ ultra - mega tourism projects as per their category:

Category of Project: Large

 - Min. Project Investment: Rs. 10 cr.
 - Min. Local Employment: 50 pax
 - % of investment Promotion Assistance: 30%
 - Max. Investment Ceiling: Rs. 15 cr.

Category of Project: Mega

 - Min. Project Investment: Rs. 50 cr.
 - Min. Local Employment: 100 pax
 - % of investment Promotion Assistance: 30%
 - Max. Investment Ceiling: Rs. 30 cr.
- Category of Project: Ultra - Mega

- Min. Project Investment: Rs. 100 cr.
 - Min. Local Employment: 200 pax
 - % of investment Promotion Assistance: 30%
 - Max. Investment Ceiling: Rs. 90 cr.

Year wise Disbursement of Invest Promotion Asst. amount:

 - 1st Year (10%), 2nd Year (10%), 3rd Year (5%), 4th Year (5%). This subsidy shall not cover COP
16.

Film city:

The Govt. of MP shall endeavor to set up a Film City in the state

Dept. of Tourism to conduct a feasibility study and prepare a project report through an expert agency to assess the possibilities

The state shall also provide land as per the Tourism Policy 2016 / 2019 for the establishment of Film City
17.

Film Studio & Lab:

The State shall encourage private investment to film studio and processing labs in the state
18.

Land Bank:

Government Land Bank of tourism projects shall be allotted for setting up of various film infrastructures as per land allotment policy of Tourism Policy 2016 / 2019

For Film, Media & Entertainment Industry, SEZ shall be developed through private investment and government land shall be allotted on lease for the following projects:
- 18.1

Skills Development Centre
- 18.2

Film institute and training Centre
- 18.3

Film Studio and Lab, Post Production Centre, VFX
- 18.4

Film City
- 18.5

Incubation centers
- 18.6

Start-up projects of Film Sector
- A

10% premium within 30 days of the issue of the allotment order
- B

15% premium at the time of lease execution, after occupation
- C

25% premium at the time of the starting of the project
- D

50% premium from 180 days of project completion date

19.

Film Screening:
- MP currently has 59 Multiplex (approx. 156 screens) and 149 single screens. However, most of the single screens are in bad condition and require renovation/ maintenance. It is obligatory for the state to support the existing cinema halls/ multiplexes and promote setting up of new cinemas halls/ multiplexes in the State
- 19.1

Single-screen cinemas:

The Government will promote low cost Single Screen Cinema by providing 15 % subsidy on capital investment for setting up of low-cost Single Screen Cinemas in places other than municipal areas. This facility will be available only for first three Single Screen Cinema hall in a single town. Subsidy on the development of Single Screen Cinema hall is as follows:

Subsidy Scheme: Single Screen Cinema Hall
Min. Project Cost : Rs. 50 lakh
% of Subsidy against Fixed Capital Investment: 15%
Max. Subsidy Ceiling : Rs. 50 lakh
- 19.2

Revivals of Closed and Upgrading Existing Cinema:

Cinema Halls that are closed (within preceding 2 years of this policy) shall be encouraged to reopen. The Government will support to modernize existing cinema halls and upgrade the facilities and technologies. Financial benefits on revival of closed and upgrading existing cinema halls is as follows:

Subsidy Scheme: Upgrading Theaters
Min. Project Cost : Rs. 25 lakh
% of grant on permanent capital expenditure: 15%
Max. Grant Ceiling: Rs 60 lakh

 - Cinema is defined as 100 chairs capacity hall, booking window, viewer facilities, modern equipment and parking etc
- 19.3

Setting up of Multiplexes:

Financial subsidy for setting up of new multiplexes (more than one cinema screen) is as follows:

Subsidy Scheme: Multiplex
Max. Project Costs : Rs. 1 cr.
% of Subsidy against Fixed Capital Investment: 15%
Max. Subsidy Ceiling : Rs. 75 lakh

20.

Skill Development and Capacity Building:
- MP has emerged as the preferred film shooting destination for both domestic and international film makers but due to lack of skilled workforce in the state, the producers have to bring technician, artists / workforce from outside the state thereby incurring higher costs. Facilities shall be established for skill development to reduce cost of film makers and generate local employment.

For Cinema Industry related training institutes, skill centers etc. Tourism Policy 2016 / 2019 investment incentives will be eligible as per 6.8 and 6.19.
- 20.1

Establishment of skill development center through private investment with various training for film making, directing, production, lighting, editing, color grading, sound recording, film distribution & exhibition, animation and CG etc.
- 20.2

Efforts shall be made to introduce relevant film training courses in the state's industrial training institutes (ITIs) and universities.
- 20.3

Incubation centers for animation, CG and other technical facilities etc. will be established through private sector investment
- 20.4

The Government shall organize workshops/ short term courses etc. related to films with national and international institutions.
- 20.5

Scholarship of Rs. 50,000 per person per year to the students (max. 10) from the state for FTII - Pune, SRFTI – Kolkata, NSD - Delhi
21.

Qualification for State Co-operation:

Each Production receiving assistance under the film policy shall give the credit to the Tourism Department including the name of the location in the film
- 21.1

Logo of the State Tourism Dept must be used in the credit list
- 21.2
22.

Implementation of the policy and validity period: The area of Film Tourism Policy 2020 shall be entire MP and shall be valid for next 5 years from the date of notification



Shri Sheo Shekhar Shukla, IAS, Principal Secretary of Culture and Tourism and MD, Madhya Pradesh Tourism Board speaking at 10th Annual India International Film Tourism Conclave in Mumbai

Madhya Pradesh has really carved out a niche when it comes to film tourism in recent years, especially post-2020, when we came up with a very film-friendly policy.

We have seen great spurt of projects coming to Madhya Pradesh. The State has become a hot favourite amongst the film makers, both from domestic as well as international. A number of good international projects like 'The Bear', 'A Suitable Boy', 'Lion' and 'The White Tiger' were successfully shot in MP that showcased the beauty and charm of the State to the whole world.

Through our film policy, we have been able to do more than 250 projects so far in Madhya Pradesh.

We have understood the needs of the film makers when they shoot in outdoor locations in the State. We have come to appreciate the demand of their time, their energy, and their resources. We have created an enabling environment for them. Whenever they come to the State, they are facilitated.

We would like to believe that we have cracked that code of hassle-free, transparent and very quick way of giving film permissions. If the permission is delayed, beyond

a certain time limit then it is deemed to be given.

Madhya Pradesh is a beautiful state with stunning locations and we are the cleanest and the greenest state of the country. We have a very long standing and thriving theatre culture. So there are very talented artists locally available in abundance.

We boast being the birthplace of very noted film personalities from Kishore Kumar, to Lata Mangeshkar, to Salman Khan and also Anu Kapoor.

We are a very well-connected state. We are right in the heart of the incredible India with excellent road connectivity. More than 30% of our geographical area is covered with forests with a very thriving wildlife.

We are called the tiger state of the country, having the highest population of tigers and we are also the leopard state of the country, with maximum no. of leopards. We care a lot about conservation and that is how we could become the greenest and the most vibrant state for nature and wildlife.

We have a very good array of line producers in the state who have gained a lot of experience of working with the producers.

We also support these line producers by being available. Whenever anyone gets stuck, which happens often in a film project, we immediately come to help and that is what makes MP a very hospitable and very warm state for people to work in.

And the icing on the cake is our tourism policy. We not only support the films being shot in the state, the incentives go on increasing with progressive films and we support all kinds of projects, TV shows, web series or documentary.

We also support any investor who wants to set up a film infrastructure and we have very handsome subsidies including parcels of land.

I encourage all of you to come and visit. If not for business, come to relish the very serene, rustic, beauty of the State and be invested in Madhya Pradesh.