Subject: Regarding the Uttar Pradesh Film Policy, 2023.

Sir,

With reference to the subject cited above, I am directed to state that Uttar Pradesh has played a significant role in the history of Indian cinema. In order to create an organised framework and a conducive environment for film production in the State, it has been considered necessary to make certain amendments to the Film Policy so as to promote infrastructure development for film production, creation of shooting locations, film shooting activities, generation of employment opportunities, promotion of regional artists and regional films and to further accelerate tourism development in the State. The State possesses a vast geographical expanse with an abundant cultural heritage, reflecting its glorious history, magnificent architecture and diversity of local cultures, all of which provide essential elements for film production. For the overall development of the film industry, the Government of Uttar Pradesh is developing an International Film City over an area of 1,000 acres in Noida. Although the Uttar Pradesh Film Policy, 2001, the Revised Film Policy, 2014 and the Revised Uttar Pradesh Film Policy, 2018 were issued earlier, in the present scenario, with a view to creating a conducive environment for film production and ensuring the comprehensive development of various resources required for shooting purposes, Accordingly, in supersession of the earlier Film Policies, the Government hereby promulgates the Uttar Pradesh Film Policy, 2023, as follows:–

1. **Short Title and Commencement:**
   a. This Policy shall be called the **Uttar Pradesh Film Policy, 2023**.
   b. This Policy will be effective from the date of issue of the order.

2. **Introduction**

   At present, cinema has emerged as a powerful medium of social and cultural change in India. As part of the entertainment industry, it has influenced the social behaviour of the people and played a significant role in the development of popular culture. Today, cinema has evolved into a major economic activity. Over the years, films have played a major role in promoting tourism by introducing a large audience to the captivating scenery and culture.

   Uttar Pradesh is a state rich in religious, spiritual, historical and cultural heritage, as well as natural wealth, offering immense potential for tourism. If filmmakers seeking

grants under the Uttar Pradesh Film Policy-2023 conduct at least 10 percent of their shooting at the state's significant whether well-known or lesser-known scenic natural locations, historical monuments, forts, palaces and villages or towns equipped with developed infrastructure, it will not only promote these tourist destinations but also project a positive image of the state's ongoing development.

Film producers intending to undertake film shooting in Uttar Pradesh and avail grants under the Policy shall present the positive aspects and dimensions of the culture of Uttar Pradesh in an appropriate manner. The culture of Uttar Pradesh is exceptionally rich and diverse. The State has a long-established and distinctive heritage encompassing its traditions, Cuisine, attire, dance, folk songs, musical instruments, music, folk arts, fine arts and classical arts. It would be desirable to showcase these unique cultural attributes on the global stage through the medium of cinema.

The Uttar Pradesh government has decided to grant 'industry' status to films. In the present century, film is not only a medium of entertainment but also a more powerful medium for employment, social consciousness and development of culture. Under this policy, measures such as state tax exemptions, grants, film awards and honours and a single-window system to encourage films made in regional languages have been applied for films produced and screened within the state.

3. Objectives

(1) To develop Uttar Pradesh as a major hub for film production through the planned development of new shooting locations and the establishment of a Film City.

(2) To develop the infrastructure facilities required for film production and display through financial institutions and private investment.

(3) To provide information about the state's amazing, captivating and attractive tourist destinations and to encourage the production of regional films while attracting tourists.

(4) To provide opportunities for the development of talent in acting and film-making within the State.

(5) To create employment opportunities for local youth by establishing an enabling ecosystem for film production and screening in the State.

(6) To promote and enhance awareness of the State's tourism, cultural heritage and archaeological assets through films, while ensuring their effective publicity and promotion.

4. Strategy

(1) Constitution of 'UP Film Bandhu' and establishment of the 'Uttar Pradesh Film Development Council'.

(2) To facilitate and streamline the permission process for film shooting through a Single Window System.

(3) To establish institutional mechanisms for the comprehensive development of infrastructure facilities, training and other requirements related to film production, screening and processing.

(4) To secure financial support for film production from various financial institutions/private investors.

(5) To attract additional capital investment through the film industry.

(6) To establish effective coordination with and encourage all non-government/organisations/institutions contributing to film production, screening and development.

(7) An attractive package of financial incentives.

(8) To provide comprehensive and proactive administrative support.

(9) To facilitate the creation of high-quality and national-level competitive infrastructure.

(10) To undertake the rejuvenation, renovation and upgradation of existing infrastructure.

(11) Providing the required facilities.

5. Definitions

(1) The definition of films will be the same as given in the Indian Cinematography Act.

(2) "Council" shall mean the 'Uttar Pradesh Film Development Council'**.**

(3) "Fund" shall mean the 'Uttar Pradesh Film Development Fund'**.**

(4) Government/Administration means the Government/Administration of Uttar Pradesh.

6. Film Industry Infrastructure

(1) The film industry requires a specialised type of infrastructure. The State Government shall promote the creation of such infrastructure in the private sector as well as through joint sector participation. Until such infrastructure becomes adequately available in

the private sector, the State Government shall endeavour to address the existing gaps to the extent possible through its own initiatives.

(2) The infrastructure required for the development of the film industry may broadly be classified into the following categories:–

(a) Development of shooting locations and infrastructure for film production.

(b) Infrastructure for film screening.

(c) Studios/labs/Equipment.

(d) Training facilities for artists, technicians and specialists in specific fields.

7. Shooting / Film Production Infrastructure

(1) The Government of Uttar Pradesh is developing a modern Film City over an area of 1,000 acres in Noida. In addition to Noida, efforts shall be made to develop film production facilities at other suitable locations across the State for film shooting, with a view to establishing Uttar Pradesh as a major hub for film production. In this regard, the amount of incentive grant given to films as per the film policy by the government will also be applicable to the films produced in Noida Film City.

(2) In order to ensure the optimum utilisation of the opportunities available for the development of the film industry in the State, a feasibility study shall be conducted through a specialised agency. The primary objective of this study shall be to assess the potential for establishing a Film City, film laboratories and other film-related infrastructure through private sector participation. The study shall be undertaken by 'Film Bandhu' and based on its findings, a Detailed Project Report (DPR) shall be prepared and presented to the private sector for implementation. A detailed action plan will also be prepared for each calendar year.

In this regard, a modern Film City is being developed over an area of 1,000 acres in Noida in accordance with the applicable PPP (Public-Private Partnership) Guidelines. The Film City shall incorporate all facilities and services related to film production, security, training and other allied activities required for the growth and development of the film industry.

8. Studios/Labs

(1) The State Government may sanction a grant of 25% of the project cost or a maximum of ₹50 lakh for the establishment of studios and labs for film production. If such studios or labs are established in the Poorvanchal, Vindhyanchal or Bundelkhand regions, the

State Government may sanction a grant of 35% of the project cost or a maximum of ₹50 lakh.

(2) The amount sanctioned to the film studio/lab will be paid 40% within the first year of the studio/lab becoming operational, 30% in the second year and 30% in the third year. The following points are important in this regard:-

(a) All necessary forms related to the establishment of studios/labs (maps, safety details, etc.).

(b) Established studios/labs will be required to undertake post production work of at least 05 feature films/web series/web films/national broadcast every year.

(c) Along with the application form submitted, details of all types of expenditure should be certified by CA.

(d) Maximum payment may be made within the limit of the grant for software used in the operations of film studios/labs.

(e) It will be mandatory to submit certificate related to broadcast/release.

(f) If the expenditure incurred on purchasing such equipment/materials related to infrastructure used from Uttar Pradesh is to be included in the grant, then it will be mandatory to provide a copy of the GST bill of the equipment/materials.

(g) After submission of the application, a physical inspection will be done by the committee nominated by the Additional Chief Secretary/Principal Secretary, Information Department and a report will be submitted.

(h) All submitted bills and vouchers will be examined by the Finance Expert Committee.

(i) The decision on grant will be taken in the joint meeting of Film Bandhu, Uttar Pradesh and State Film Development Council, Uttar Pradesh and in case State Film Development Council, Uttar Pradesh is not in existence, in the meeting of Film Bandhu, Uttar Pradesh and the final decision will be taken by the State Government.

9. Goods and Services Tax

After the implementation of the Goods and Services Tax Act 2017 in the state, the rates of Goods and Services Tax on cinema/multiplexes will be applicable as prescribed and the amendments made in the Goods and Services Tax Act-2017 from time to time will be considered effective in the film policy.

10. Integrated incentive scheme for restarting the closed cinema halls in the state, reconstruction/remodeling of the operational cinema halls, opening of multiplexes in districts without multiplexes, encouraging the construction of single cinema halls and upgradation of the operational cinema halls:-

For restarting the closed cinema halls in the state, rebuilding/remodeling the operational cinema halls, opening multiplexes as soon as possible in districts without multiplexes, construction of single screen cinema halls, the Integrated Incentive Scheme will be effective under the provisions contained in the Government Order No. 564/11-6-2017-M (34)/17 dated 28.07.2017 of Tax and Registration Section-6, Government of Uttar Pradesh.

In this regard, amendments made from time to time to the Uttar Pradesh Micro, Small and Medium Enterprises Promotion Policy-2022, as well as to the policies of the departments of Industrial Development, Finance, Tax and Registration, Tourism, Culture and other related departments, shall also be applicable.

11. Statutory Amendments

With regard to film development, the effective policies and any amendments made to them from time to time of the Uttar Pradesh Micro, Small and Medium Enterprises (MSME) Promotion Policy, as well as those of the departments of Industrial Development, Finance, Commercial Taxes, Tourism, Culture and other related departments, shall also apply to the Film Policy.

12. Equipment

Equipment available with Uttar Pradesh government departments may also be utilized for film development, in accordance with the rules. Such equipment available with the government may be used in line with the respective departments' policies.

13. Development of shooting locations

(1) The Tourism Department will continuously select and develop sites for outdoor shooting in the state, taking into account the abundant natural beauty, rich cultural traditions and historical monuments available in the state and will actively promote them. To this end, promotional materials such as transparencies, short films and brochures will be created. Under the state's new 'Tourism Policy', the private sector will

be encouraged to set up hotels, motels, restaurants and camping facilities at these shooting locations.

(2) For effective implementation of the film policy and to provide necessary facilities to the film producers as per rules, a Film Promotion and Facilitation Committee has been constituted under the chairmanship of the District Magistrate at the district level as follows:-

1.	District Magistrate	Chairman
2.	Police Commissioner / Senior Superintendent of Police / Superintendent of Police or an Officer nominated by them.	Member
3.	Additional District Magistrate (nominated by the District Magistrate)	Member
4.	Regional Tourism Officer/Tourism Officer	Member
5.	District-level officer of the State Tax Department as a member (Deputy Commissioner / Assistant Commissioner / State Tax Officer)	
6.	The district-level officer of the Information Department will serve as the Coordinator/Nodal officer.	

(3) This committee will monitor the permission for shooting location on submission of application for shooting of the film by the film makers, security arrangements for the film unit, arrangement for stay in government guest house/tourist guest house on payment as per rules and timely issuance of certificate to be provided in the District Magistrate's office on the days of shooting after the shooting etc. And will get the difficulties arising at the departmental level in the district resolved quickly. After receiving the application related to film shooting, a meeting of the Film Promotion and Facilitation Committee will be organised and the required action will be ensured as per the rules.

(4) The following services have been included under the The Uttar Pradesh Janhit Guarantee Act, 2011 to provide services to those involved in film production within a stipulated timeframe and to arrange for other related services:

1. Permission for film shooting shall be issued by the District Magistrate of the concerned district within 05 days.
2. Substantial Police Force for the security of the film unit during the shooting period will be provided by the District Magistrate/Police Commissioner/Senior

Superintendent of Police/Superintendent of Police of the concerned district within 05 days.

3. During the shooting period, the District Magistrate of the concerned district will make arrangements for the stay of the film unit in the Government Guest House/Inspection House at concessional rates within 07 days.
4. After completion of shooting, the certificate will be provided by the District Magistrate of the concerned district within 05 days.

14. Training of Artists and Technicians

(1) The modern film city being developed in Noida to foster the growth of the film industry will also aim to provide services related to film training, alongside film production. Consequently, individuals associated with the film industry will benefit once film training institutes are established and become operational in the state.

(2) An annual scholarship of ₹25,000 will be awarded to ten students each from Uttar Pradesh who are undergoing training at the Film and Television Institute of India, Pune and the Satyajit Ray Film and Television Institute, Kolkata.

15. Residential facility for film units

Outdoor film shooting units in the state will be granted a 25% discount on room tariffs at hotels and motels owned by the Uttar Pradesh State Tourism Development Corporation. Government guest houses/rest houses belonging to the Public Works Department, Forest Department, Irrigation Department and State Estates Department will also be made available to these 'film units' upon payment of the standard charges.

16. Use of Government Airstrips

The State Government may allow the use of airstrips located at various places in the State to film units doing outdoor shooting on payment of prescribed rent.

17. Film Grant

(1) For financing various schemes for development of film and film related infrastructure, funds will be provided in the budget every year under Grant No. 86 of the Information Department and that amount will be made available to Uttar Pradesh 'Film Bandhu' for operation of grants etc. for films. The funds obtained from the budget shall be utilized for the following work:

1. To provide grants to feature films in Hindi/regional language, English and other languages of the country to be shot in Uttar Pradesh.
2. Arrangement of equipment related to film production.
3. Providing grants for setting up film studios / film institutes / film cities etc.
4. Awards for films.
5. Scholarships for Film Students.
6. Organization of film festivals.
7. Organization of film Seminars.
8. Sponsorship for National/State level Film Festival with the permission of the Government.
9. All other work related to the film.
10. Expenditure related to the establishment and maintenance of Film Bandhu.

(2) **The Film Development Fund** will be managed by a committee of senior officers under Uttar Pradesh Film Bandhu in the Information Department. The Managing Committee will consist of the following officers:

1.	Additional Chief Secretary / Principal Secretary, Information Department, Government of Uttar Pradesh	Chairman
2.	Additional Chief Secretary/Principal Secretary, Finance Department, Government of Uttar Pradesh, or an officer nominated by them.	Member
3.	Additional Chief Secretary/Principal Secretary, Tax and Registration Department, Uttar Pradesh Government or the officer nominated by them	Member
4.	Additional Chief Secretary/Principal Secretary, Department of Industries, Government of Uttar Pradesh, or an officer nominated by them	Member
5.	Additional Chief Secretary / Principal Secretary, Culture Department, Government of Uttar Pradesh or an officer nominated by them	Member
6.	Director, Information Member	Secretary
7.	Director General, Department of Tourism, Uttar Pradesh	Member
8.	Managing Director, PICUP Department, Uttar Pradesh	Member
9.	State Tax Commissioner, Uttar Pradesh	Member

10.	Additional Director, Information, or an officer nominated by the Director, Information.	Member Implementation
11.	Senior Finance and Accounts Officer, Information Department	Treasurer
12.	Officer of the level of Joint Director/Deputy Director	Joint Secretary

18. Financial Incentives

Currently the GST system has been implemented, according to which the process of reimbursement of State Goods and Services Tax (GST) will be done. In this regard, the revised orders of the concerned departments issued from time to time will also be applicable.

19. Regional films

(1) Regional films have played a successful role in employment generation and infrastructure development in the state. The regional dialects of Uttar Pradesh have been widely used in Indian literature. People speaking Bhojpuri, Awadhi, Bundeli and Braj dialects are spread not only in the country but all over the world. Bhojpuri films produced in the state are enjoying great commercial success and some of the best films of Indian cinema have been produced in this language. Therefore, given the strong potential for the growth and success of regional cinema, these films need to be encouraged.

(2) The State Government is fully aware of the inherent strength and potential of these dialects and cultures. Actively encouraging film production in these regional languages will foster the growth of a robust regional film industry, create substantial local employment opportunities and project the image of the state's local cultures to the general public. The development of the regional film industry will create an environment that also attracts the production of Hindi films to Uttar Pradesh. The regional film industry will also help in making the film related infrastructure economically prosperous, for this the development of regional films will be encouraged in Uttar Pradesh.

20. Grant/Incentive Framework

(1) The limit of grant for regional films like Awadhi, Braj, Bundeli, Bhojpuri etc. Produced in Uttar Pradesh will be maximum 50 percent of the cost and for films

produced in Hindi, English and other languages of the country, the limit of grant will be maximum 25 percent of the cost.

(2) The maximum limit of grant for the films mentioned in point-1 above, produced in the state, of which at least half of the total shooting days have been shot in Uttar Pradesh, will be up to ₹1.00 Cr. (Rupees one crore only).

(3) For films produced in the state as mentioned in Point-1 above where two-thirds of the total shooting days took place in Uttar Pradesh the maximum limit of the grant shall be ₹2.00 crore (Rupees two crore only).

(4) Under the Uttar Pradesh Film Policy, once a film produced in the state receives a grant, the following amount can be given as grant on further films being made:-

Film Details	**Status of film shooting in the state**	**Maximum amount of grant**
Second film in the state	After shooting for half the total shooting days of the film	Increasing the maximum grant limit for the first film to 10% or ₹1.10 crore.
	Having shot two-thirds of the film's total shooting days	Increasing the maximum grant limit for the first film to 10% or ₹2.20 crore.
Third film in the state or After that	Shooting for half of the total shooting days of the film	Increasing the maximum grant limit for the first film to 15% or ₹1.15 crore.
	Having shot two-thirds of the film's total shooting days	Increasing the maximum grant limit for the first film to 15% or ₹2.30 crore.

(5) For a national/international award-winning producer/director who has already received a grant under the film policy for a film produced in Uttar Pradesh, the grant amount for subsequent films produced shall be as follows:

Film Details	**Status of film shooting in the state**	**Maximum amount of grant**
Second film in the state	After shooting for half the total shooting days of the film	₹1.75 crore only.

	Having shot two-thirds of the film's total shooting days	₹2.25 crore only.
Third film in the state or After that	After shooting for half the total shooting days of the film	₹2.25 crore only.
	Having shot two-thirds of the film's total shooting days	₹3.25 crore only.

(6) If a film features 05 lead actors who are permanent residents of Uttar Pradesh and ordinarily reside in the state, an additional grant of up to ₹25.00 lakh or the actual remuneration paid, whichever is lower will be provided. moreover, if the singer, musician, lyricist, writer, director, cameraman etc. in the film are permanent residents of Uttar Pradesh, who normally reside in Uttar Pradesh, then additional grant of 02 percent of the total grant or maximum ₹05.00 lakh, whichever is less, can be given.

(7) Similarly, if a film producer shoots / produces a film in the state featuring a cast entirely composed of permanent residents of Uttar Pradesh who ordinarily reside there, an additional grant may be provided. This grant would be equivalent to the remuneration paid to those artists or a maximum of ₹50,00,000 (Rupees fifty lakh only) whichever amount is lower.

(8) If a filmmaker carries out the processing of the film within the state after the shoot, an additional grant may be sanctioned amounting to 50 percent of the processing cost or a maximum of ₹50.00 lakh, whichever is lower.

(9) Film Training Institute-

(a) If an investor establishes a film training institute in Uttar Pradesh, a maximum grant amounting to either 50% of the project cost or ₹50.00 lakh, whichever is lower may be sanctioned after the institute becomes operational, subject to the following conditions:

(i) Minimum investment ₹50.00 lakh.

(ii) The amount sanctioned to the Film Training Institute can be paid 40% within the first year of the institute becoming operational, 30% in the second year and 30% in the third year.

(b) For the approval of the above grant, compliance of the following points should be ensured:-

(i) Details of the type of education, training and fees to be charged etc. will have to be provided in the institute.

(ii) It will be mandatory for at least 100 students to pass out from the institute every year.

(iii) Details regarding the number of students to be enrolled in various courses/training programs and the admission process must be provided.

(iv) All necessary forms related to establishment of the institute (map, security, etc.).

(v) It will be mandatory for the institute to be affiliated to a university/institution under the state/central government.

(vi) Along with the application form submitted, details of all types of expenditure should be certified by CA.

(vii) Payments can also be made for subscriptions to software used in the operations of the film institute.

(viii) If such equipment/materials related to the infrastructure used are purchased from Uttar Pradesh, the expenditure incurred will be included in the grant. It will be mandatory to provide a copy of the GST bill of the equipment/material.

(ix) After the application is submitted, a committee nominated by the government will conduct a physical inspection and submit a report.

(x) All submitted bills /vouchers will be examined by the Finance Expert Committee.

(xi) To inspect whether the construction and operation of the institute is being done as per the standards, the officers of the institute/department nominated by the Chairman, Film Bandhu will conduct physical inspection and provide the report.

(xii) The final decision will be taken at a joint meeting of Film Bandhu, Uttar Pradesh and the State Film Development Council, Uttar Pradesh; or in the event that the State Film Development Council, Uttar Pradesh, is not in existence, at a meeting of Film Bandhu, Uttar Pradesh.

(xiii) This decision will be binding on all manufacturers.

(10) The quality of the script and the budget for grant selection will be tested by the Uttar Pradesh Film Development Council. The Council will constitute a Script

Scrutiny Committee for the scrutiny of the script and a Finance Expert Committee for the scrutiny of the invoices related to the hearing. In the event that the Film Development Council is not in existence, this work will be performed by the Chairman of Film Bandhu.

(11) The grant to be given as above will be assessed by a committee consisting of Treasurer, Film Bandhu and officers of Finance and Accounts cadre of various departments. For this work, assistance of Chartered Accountant (CA) can also be taken as per requirement. The Script Evaluation Committee shall be constituted as follows:

1. Officer nominated by the Director of Information
2. Officer nominated by the Director General, Tourism Department
3. An officer nominated by the Director, Hindi Sansthan
4. Officer nominated by the Director, All India Radio
5. Officer nominated by the Director, Doordarshan
6. Nominated Officer of the Sangeet Natak Akademi by the Director, Culture
7. Nominated Officer of Bharatendu Natya Akademi by the Director, Department of Culture
8. Officer nominated by the Department of Language, Government of Uttar Pradesh
9. Renowned Person in Film Screenplay Writing (Maximum 03)

(12) The portion of the film's production expenditure incurred within Uttar Pradesh by the filmmakers /directors will be considered for the grant. It is mandatory to submit the original certificate of actual expenditure (certified by a Chartered Accountant), along with detailed particulars of all such expenses, self-certified original copies of the relevant invoices and two sets of photocopies. The grant will be released only if the payments for the invoices submitted by the producer/banner comply with the financial rules established by the government. The process of giving grant will be started only after submitting No Objection Certificate as proof of every expenditure incurred on film production and receiving the financial documents.

(13) It will be necessary for the producer/director to submit an affidavit and other related forms regarding the total shooting days of the film, in which the days of shooting done in Uttar Pradesh will have to be clearly mentioned.

(14) The grant is limited to the first print run only.

(15) The grant will be given only to the organization producing the film.

(16) International Film Festival based on the culture, tourism and historical heritage of Uttar Pradesh will be organised in Uttar Pradesh every year as far as possible. The detailed procedure in this regard will be decided by Film Bandhu Uttar Pradesh.

(17) In keeping with the spirit of "One Nation, Best Nation", for films produced in Hindi, English and other languages of the country (excluding regional films of Uttar Pradesh) where at least half of the total shooting days have been shot in Uttar Pradesh, the limit of grant will be 50 percent of the cost or a maximum amount of ₹50.00 lakh, whichever is lower.

(18) For films based on Indian themes and produced in Uttar Pradesh by Overseas Citizens of India (OCI) whose ancestors were originally residents of India and who are presently residing in countries such as Mauritius/Fiji/Suriname/the Netherlands etc., a grant shall be admissible provided that at least 50% of the total shooting days of the film have been completed within Uttar Pradesh. The grant shall be limited to 50% of the production cost or ₹50.00 lakh, whichever is lower. It shall be mandatory for the film to obtain a certification from the Central Board of Film Certification (CBFC), India and to be exhibited in India. Payment of grants/reimbursements by the Government to foreign firms/individuals (OCI) shall be subject to compliance with the provisions of the Film Policy.

(19) Along with the prescribed application form for availing film grant, the film producer/firm/institution shall be required to submit proof of filing income tax returns for the preceding three years. In the case of Overseas Citizens of India (OCI) whose ancestors were originally residents of India and who are residing abroad, relaxation/exemption from the requirement of submission of income tax return documents may be granted upon submission of a self-attested copy of the citizenship certificate of the concerned country, subject to the applicable laws of that country. The film producer shall also be required to submit certified accounts/turnover for the preceding three years. For correspondence purposes, it shall be mandatory to provide the permanent address in the concerned country, along with the permanent and/or temporary residential/business address in India.

21. Administrative Facilities

(1) Film Development Council: A State-level Film Development Council has been established to foster the long-term and meaningful development of the film sector in Uttar Pradesh. The Uttar Pradesh Government will nominate 01 Chairperson and 01 Vice-Chairperson for the Council; these individuals will be experienced and reputed person from the film industry. Additionally, the Government will nominate up to 05 members to the Council, drawn from the fields of literature, social affairs and cinema, who are experienced and reputed in their respective areas.

The appointment of the Chairman, Vice-Chairman and members of the Film Development Council, as well as the determination of their salaries, allowances, etc., will be determined at the level of the Government of Uttar Pradesh.

The tenure of the Chairman, Vice Chairman and Members of the Film Development Council will be maximum 02 years. Their tenure can be terminated by the Uttar Pradesh Government within 02 years without giving any reason.

If the Chairperson, Vice-Chairperson or members of this Council are from outside the region, appropriate arrangements including air travel/allowances and accommodation will be made for their travel related to official duties; the associated costs will be borne by 'Film Bandhu, Uttar Pradesh,' the managing agency of the 'Film Development Fund.'

From time to time, this council will discuss long-term strategies for developing films in Uttar Pradesh, advise the government on building and upgrading required infrastructure, and prepare strategies to attract investment to the film industry.

This council will monitor the implementation of the 'Film Policy' and offer suggestions for improvements or amendments whenever and wherever necessary.

(2) Constitution of the State Film Division:

A State Film Division has been constituted under the Directorate of Information and Public Relations to facilitate the screening of short educational films produced in Uttar Pradesh in cinema halls and to implement the film policy. This division will provide easy, simple and timely certification facility for films in the state, especially regional films. The State Film Division comprises the following officials:

1.	Director of Information, Uttar Pradesh	Chairman
2.	Director, Doordarshan, Lucknow	Member
3.	Director, All India Radio, Lucknow	Member
4.	Director, Culture, Uttar Pradesh	Member
5.	Commissioner, State Taxes, Uttar Pradesh Member or his representative not below the rank of Additional Commissioner.	
6.	Additional Director, Information (U.P.)	Member
7.	Deputy Director, Film, Information, UP Member or officer nominated by the Director, Information.	

(3) Single-Window System for Approvals: A 'Single-Window System' has been established to ensure the successful implementation of the film policy and to provide better facilities to those associated with the film industry. A committee constituted under 'Film Bandhu' an entity operating within the department will facilitate the processing of all pending matters related to various aspects of the film policy. In this regard Film Bandhu, Uttar Pradesh has operationalized an online portal for the Single-Window Clearance System. Through this portal, film producers and directors can obtain permission for shooting in the state online. Additionally, applications for film grants are also being accepted online. This online facility is available under the 'Single-Window Clearance System' on Film Bandhu's official website, **www.filmbandhuup.gov.in.** To ensure the delivery of services to film industry professionals within a stipulated timeframe and to facilitate related services, the following services have been included under the Uttar Pradesh Janhit Guarantee Act, 2011 :

1. Permission for film shooting will be issued by the District Magistrate of the concerned district within 05 days.
2. Adequate police force for the security of the film unit during the shooting period will be provided by the District Magistrate of the concerned district within 05 days.
3. During the shooting period, the District Magistrate of the concerned district will make arrangements for the stay of the film unit in the Government Guest House/Inspection House at concessional rates within 07 days.

4. After completion of shooting, the certificate will be provided by the District Magistrate of the concerned district within 05 days.

(4) Security arrangements for film production: Uttar Pradesh is renowned for its gracious hospitality. Many Indian and international films have been shot in Uttar Pradesh and the filmmakers have had a pleasant experience with the local population in terms of law and order. The State will continue its tradition of hospitality and the necessary security arrangements will be provided free of cost to the filmmakers shooting films in Uttar Pradesh, but the producers will have to inform the local authorities at least three weeks in advance so that necessary arrangements can be ensured. This notification may also be submitted through 'Film Bandhu'. A **'Film Shooting Wing'** will be set up under the Police Department to provide special security for film production. Under this wing, necessary police force will be arranged in appropriate numbers, so that necessary police force can be made available as per the demand of the film producers at the time of film shooting. This additional special police force will be made available to the film producers on payment at the prescribed rate.

22. Film Promotion and Publicity

(1) It is a universally acknowledged fact that the film industry relies entirely on public support. With its large population, Uttar Pradesh offers an excellent audience base for films. The State will undertake efforts to popularize films among the general public, aiming to draw as many people as possible to this educational source of entertainment. The achievement of this goal will be ensured through the following methods:-

(a) Organization of a film festival.

(b) Distribution of Award.

(c) Support for film societies.

(2) **Film Festival:** The State will organize a film festival once a year. The objective of these festivals is to bring high quality national and international films within easy reach of the general public. It is envisaged that this will foster a healthy cinema culture and create a broad foundation for the film industry in the State. For this purpose, the state will enter into an agreement with the Directorate of National Film Festivals. The festival will be organized jointly by the Departments of Industries, Information, Tourism, Entertainment Tax, and Culture. 'Film Bandhu' will be responsible for

organizing and supervising the film festival. This occasion will be developed as a special tourist occasion.

(3) Awards

1. The State Government will institute annual film awards to honour individuals involved in the production of high-quality films. Films produced in the state between January 1 and December 31 will be considered for these awards.
2. The films will be selected by Uttar Pradesh Film Development Council and Film Bandhu. In their honour, ₹50,000 each will be given to the producer/director/writer/artist and the total maximum amount will be ₹2,50,000/- (Rupees two lakh fifty thousand only). 'Film Bandhu' will organize and fund these awards and the associated distribution ceremony.
3. Film grant will never be given to such films in which the state of Uttar Pradesh has been portrayed wrongly or its image has been tarnished at any level. This aspect will be scrutinized by the Script Committee at the script stage itself. For this, before the approval of the grant, the preview of the film will be done by the Script Committee and the process of giving the grant will be done as per the report submitted by them.

23. Regarding web series, web films and OTT.

1. For the production of web series if two-thirds of the total shooting days take place in Uttar Pradesh, a subsidy of ₹10.00 lakh per episode or 50% of the total cost (whichever is lower), up to a maximum of ₹1.00 crore, will be granted.
2. If two-thirds of the total shooting days for a web film take place in Uttar Pradesh, action will be taken to provide a grant of ₹1.00 crore or 25% of the total cost, whichever is lower.
3. If a web film features 05 lead actors who are permanent residents of Uttar Pradesh and ordinarily reside in the state, a grant of ₹25.00 lakh or the actual remuneration paid, whichever is lower, will be provided. Additionally, if the singer, music composer, lyricist, writer, director or cameraman is a permanent resident of Uttar Pradesh and ordinarily resides in the state, an amount equal to 02 percent of the total grant or ₹05 lakh whichever is lower may be awarded.

Important note:-

(a) Web series and web films will be submitted to a script scrutiny committee. Like the script committee, a preview committee will also be formed for web series and web films aired on OTT.

(b) This committee will provide certificate/report after previewing the web series/web film. Further action regarding the grant will be taken based on the certificate/report provided by the preview committee.

24. In according to the film policy, the application formats for obtaining grants to set up feature films/web series/web films, film studios and film training institutes are attached as Annexure-1 (Total 05 pages), Annexure-2 (Total 02 pages) and Annexure-3 (Total 03 pages), respectively; these can be downloaded from the Information Department's website, https://filmbandhuup.gov.in.

Please ensure that necessary action is taken immediately as per the provisions given in the above paragraphs regarding the immediate effective implementation of Film Policy-2023 for the promotion of film investors in Uttar Pradesh.

Enclosure: As above.

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Disclaimer- This document is a translation of the approved Hindi version into English. While every effort has been made to ensure accuracy and clarity, the translated text is provided for reference purposes only. In case of any discrepancies, ambiguities, or differences in interpretation, the original Hindi version shall prevail.

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