

# UP Film City on floors, to be reality by 2022-end

TIMES NEWS NETWORK

**Lucknow:** Last year, the Uttar Pradesh government embarked on one of its most ambitious projects – the establishment of a Film City in Noida.

Chief Minister Yogi Adityanath has directed officials to ensure timely completion of the project so that film shooting could begin there by the end of 2022.

Within a week of the CM's announcement for Film City in September 2020, the government identified 1,000-acre land near the upcoming Jewar airport, under

writing and sound recording. One will also be able to learn the nuances of acting here," a government spokesman said.

"At least 80% technicians and workforce in the Mumbai film industry is from UP. After the industry comes up in UP itself, availability of manpower will never be a problem. It will not just create massive employment opportunities but will also promote Bhojpuri films, bring in revenue for the state and open UP for tourism," he added.

Though the project was welcomed by the film fraternity,

Meanwhile, work has started on the project in right earnest. The government has appointed CBRE, a global commercial real estate services company, as consultant for the project. CBRE submitted the detailed project report to the government in February and further action is awaited.

The project will contain production studios, outdoor locations, post-production facilities, special effects studios, hotels, workshops, amusement park, a film university, a film museum and space for retail and shopping. A data centre along with pre-production and post-production infrastructure, processing labs, VFX and digital technology is also proposed.

As per the preliminary plan, the area will be divided into five zones that will consist of entrance and office, shooting area and residential, theme park and outdoor location, university and studio rooms, and airport.

The CM said his government would ensure that the Film City was developed as a dedicated infotainment zone.

"My government is aware of the present trend of OTT and media streaming platforms, hence, we will provide high capacity, world class data centre along with all pre-production and the post-production infrastructure, processing labs, VFX and digital technology of international level. We have locations, cultural diversity and manpower which will be complemented by a Film City with state-of-the-art facilities," he said.

## WIDE ANGLE

➤ Film City located 6km from Jewar Airport in Greater Noida

➤ Distance of one hour from Delhi

➤ 1,000-acre land identified for it

➤ 40 acres for film institute for training

**Area will be divided into 5 zones:** Entrance and office, shooting and residential, theme park and outdoor location, university and studio rooms, and airport



CM Yogi Adityanath with actor Akshay Kumar in Mumbai in Dec

➤ Will provide studios, pre- and post-production facilities

➤ Film Museum on the cards

➤ Amusement park and retail outlets to come up

➤ Consultation firm CBRE has submitted a detailed project report to the government in February

the Yamuna Expressway Industrial Development Authority (YEIDA).

A film institute will also be set up on 40-acre land on the same premises. "Training will be provided in various aspects of film and TV production such as directing, production, choreography, editing, screenplay

nity, it was not without political ramifications. When CM Yogi Adityanath visited Mumbai and met representatives of the film industry to seek their inputs on the mega project, Maharashtra Chief Minister Uddhav Thackeray said he would not allow anyone to shift the film industry out of Mumbai.