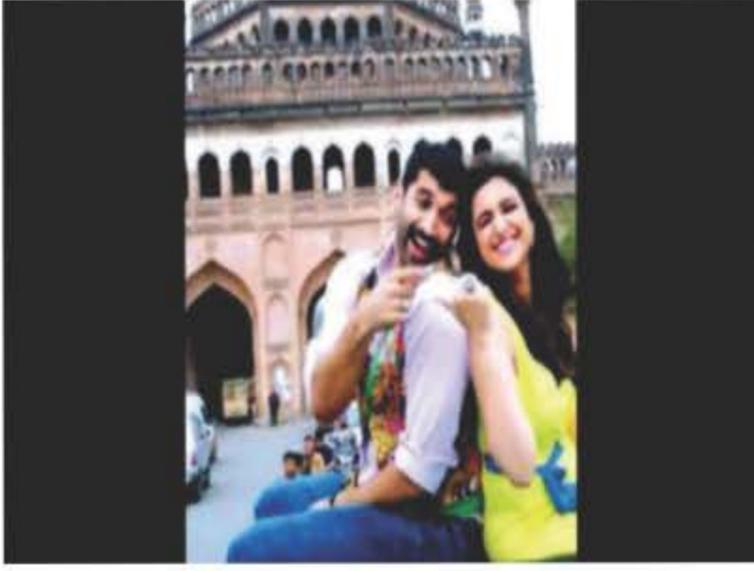


# At IFFI, celebrities hail Uttar Pradesh as film shooting hub

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LUCKNOW: Giving a boost to efforts for setting up of Film City in the state, famous Bollywood personalities like Karan Johar, Akshay Kumar, Boney Kapoor and Ravi Kishan have hailed Uttar Pradesh as a favourable destination for film shooting in the country.

The recognition for the state came during the 52nd International Film Festival of India underway in Goa.

Production houses making films in Tamil, Telugu and other regional languages are also opting for UP.

During the opening ceremony of IFFI, filmmaker and director Karan Johar said, "Be it Lucknow, Varanasi or Kanpur, shooting in Uttar Pradesh automatically leads you to stories."

Film producer Boney Kapoor said, "I would like to see all my films shot in the Hindi heartland because there is no other place which has so much variety."

Member of parliament and Bhojpuri actor Ravi Kishan said, "Apart from Hindi and Bhojpuri, UP is also witnessing shooting of films in Tamil, Telugu and other regional languages of the country."

Actor Akshay Kumar, whose 'Jolly LLB 2' was shot in the state, said, "It's always a pleasure working in Uttar Pradesh."

Deputy director, UP Film Bandhu, Dinesh Sehgal said: "Considering the immense scope of film shooting in UP, the Yogi Adityanath government's film development policy focuses on two aspects – that shooting will promote cultural, mythological, historical heritage and glorious traditions within the country and abroad, and that it will generate employment for the youth."

"Under the new film policy, artists and producers from UP and other states are being provided a comfortable environment. UP was awarded the 'Most Film Friendly State' at the 64th National Film Awards," he added.

Film producer Kumar Mangat Pathak said, "The state has created an efficient online system to get approval for shooting."

According to the government, a single window clearance system portal ([filmbandhuup.gov.in/en](http://filmbandhuup.gov.in/en)) has been created for online permission for shooting and for availing film subsidy.

"Earlier, there was provision to give grants only to Hindi and regional languages (Awadhi, Bhojpuri, Braj, Bundeli). The current government has made the provision for grants to films in Hindi, English and country's other regional languages as well," an official said.

If five lead actors of a film are from UP, an additional subsidy (maximum amount) of Rs 25 lakh is paid. Similarly, if all artists are from UP, the maximum subsidy will be Rs 50 lakh.

Films in UP's other languages can get 50% of the total cost in subsidy while films in Hindi/English and other regional languages can get maximum 25% of the cost.

If at least half the film is shot in UP, it is eligible for maximum subsidy of Rs 1 crore. Similarly, the amount is Rs 2 crore if two-third of total shooting of five films has been done in the state.

Once a filmmaker has availed the subsidy amount under the film policy, there is a provision of subsidy payment for subsequent films too.

Films produced in the state by national/international award winning producers/directors, which have already been subsidized once, are also entitled for subsidy under the Film Policy.

Officials claimed at least 400 applications for subsidy have been received since 2017. Scripts of about 230 films have been approved and 38 films have been given about Rs 21 crore as subsidy.

Films like 'Jolly LLB', 'Mom', 'Toilet: Ek Prem Katha', 'Shaadi Mein Zaroor Aana', 'Sonu Ke Titu Ki Sweety', and 'Nil Batey Sannata', have got subsidies. Currently, 46 films are in the final stage of receiving subsidies.