

# Yogi gives Brand UP script to Bollywood

TIMES NEWS NETWORK

**Lucknow:** Inviting suggestions from the film industry on how to develop the upcoming Film City in Greater Noida, chief minister Yogi Adityanath held a meeting with various directors, producers, actors, musicians on Thursday and offered them security, good connectivity, and locales with natural beauty and historical importance in an effort to promote UP as a film production hub.

Yogi met eminent members of the film fraternity in Mumbai and announced that the current film policy would soon be amended to offer 50% subsidy for web series, in line with the subsidy offered to films. The policy will also provide for a 25% subsidy for OTT films and another 25% subsidy from the state government for setting up studios and labs.

In response to a concern raised by actor Suniel Shetty, who requested the government to help address campaigns like #BanBollywood, the CM said: "There were people who accused Lord Ram also and such accusations are made everywhere. We should ignore these and move on with a positive outlook. Films ha-



(From left) Actors Suniel Shetty, Jackie Shroff and filmmaker Rahul Mittra at a meeting on development of Film City with CM

ve contributed to national integrity and to connect society. The promotion of Hindi by Hindi films is commendable. We have to see the positive aspects."

Yogi said that UP had sent two artists to Parliament, Dinesh Lal Yadav Nirhua from Azamgarh and Ravi Kishan from Gorakhpur.

Saying that at one point people were scared of Azamgarh and one could not even get a hotel room in Mumbai if they said they were from Azamgarh, the CM said that now a person from Mumbai was its MP. Since an artist was its MP, he said, the government had decided to set up a college of music there, in Harihar village.

The Purvanchal Expressway also passes through Azamgarh, he said, which connects Delhi to eastern UP. "From Delhi you can reach Chitrakoot in four hours. Along with security, the UP Government has provided very good connectivity. Chitrakoot and Sonebhadra now have air connectivity. Chitrakoot is known for its natural beauty while Bundelkhand has old, historic forts. The Terai area has many national parks. In earlier years UP had made a huge contribution to arts and now once again we are making important contributions to it. Therefore I try to interact with people from this field," he said.

The CM said that the up-

## Welcome subsidy on OTT content: Mittra

Renowned filmmaker Rahul Mittra, who attended the meeting with CM Yogi Adityanath, said that three things had made the UP film policy one of the best in the world – clear-cut incentivisation, administrative reforms, and sensitisation of government officials at lower levels. "I have been asking for OTT to be made part of the subsidy policy and am happy that the chief minister announced it today," he added.

coming Film City is located 10 minutes from the Jewar Airport and about 45 minutes from the Delhi airport, which would be connected to Greater Noida with Metro and four lane roads. However, UP has no experience in films and therefore, members of the film fraternity need to give their inputs and share their experience to develop a world class project, the CM said.

Notable among those who attended the meeting were renowned filmmakers Boney Kapoor, Rahul Mittra, Subhash Ghai, Chandra Prakash Dwivedi, Rajkumar Santoshi, Madhur Bhandarkar, Anil Sharma, apart from actors Jackie Shroff, Suniel Shetty, Ravi Kishan, Rajpal Yadav, Arjan Bajwa, Manoj Joshi and Rahul Dev, singers Sonu Nigam, Kailash Kher and lyricist Manoj Muntashir.

Bollywood praises Yogi's efforts

Boney Kapoor praised the CM and his work for crime-free Uttar Pradesh. Actor and Gorakhpur MP Ravi Kishan said that at present 100 to 125 films are being shot in UP. People will get employment near home.

Dinesh Lal Yadav Nirhua said UP is becoming Uttam Pradesh under the leadership of Yogi. Ashish Singh said that he has shot a lot of films in UP. He requested the CM to hold a roadshow in the South.

Subhash Ghai thanked the CM for the progress of the film industry in UP. "I want the children of UP to also become trend artists. Only your children can take the film industry forward," he said.

Singer Sonu Nigam said that the CM is doing the work of uniting UP and Maharashtra. "We will do whatever is best from our side. You did a lot of work to make UP crime-free," he said.