

State's action-packed entry into film shooting

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V Sunil

Lucknow: Lauding the efforts of the UP government for turning the state into a destination for film producers and directors, Union minister Anurag Thakur said that film shooting in the entire state has not only been made easier but also the subsidies being offered are giving immense encouragement to the budding filmmakers.

He appealed to the film fraternity to join the state in its endeavour. "*Jab sarkar khud aapka haath pakad kar chalne ko taiyyar hai toh peche mat hatiye* (please don't back off when the government is ready to hold your hands and walk with you)," he remarked.

Addressing a session titled, 'Media & Entertainment—The Indian Digital Growth Story' on the third day of UP GIS, Union minister for I&B, Youth Affairs and Sports said, "In a way, UP will contribute one-fifth of the country. Be it through medals or films like RRR, sports and cinema are two sectors that break the boundaries of the country and make it proud. I'm thankful to CM Yogi for paying the required attention to both."

UP has not only dreamt



Actor-director Satish Kaushik, Bhojpuri actor & BJP MP Ravi Kishan and actress Hema Malini at Global Investors Summit on Sunday

but is also building a film city in an area of 1000 acres. The government is also reviving musical gharanas in the state and is simultaneously promoting digital usage, he said.

Advisor to the CM, Awasthi said investments worth Rs 1700 crore have been secured by UP on the basis of film production policy that was conceived by the government.

Director Satish Kaushik said along with his partner Sunil Chaudhary he intends to set up 500 makeshift theatres in UP where people staying in remote areas will also get to experience the movies in a way it is presented in a theatre or multiplex.

Sharing his experience, director KC Bokadia praised

the shooting-friendly environment in UP and particularly in Lucknow.

Actress Hema Malini said, "I thank Film Bandhu for inviting me and would like to congratulate CM Yogi and the entire administration for organising this summit and for inviting the legends from all the sectors in the summit." Bollywood personalities lauded the single window clearance system of the government through which all the procedure is done in a seamless manner and local administration is alerted about the schedule of the shooting in advance. Ravi Kishan said that at the moment 70-80 films are being shot in UP on a daily basis. "But we can do much better than this," he said.