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To make UP film hub, new state policy offers sops for producers

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LUCKNOW: To turn Uttar Pradesh into a film production hub, the state government on Thursday came out with the list of benefits it is going to provide to the film producers who decide to shoot in the state. Heeding to the long pending demands of the Bollywood industry icons, the state is going to include web series too in the new film policy and provide them the benefits and incentives being offered to the feature film producers.

The policy is also aimed at generating employment for the local population and talent from the state which has to migrate to Mumbai in search for better prospects. To expedite the applications related to the film shooting and disbursement of the subsidies, a committee is going to be constituted. To be called film promotion and facilitation committee, its

members will coordinate with the local administration to provide security required at the shooting site.

Officials said that the idea is to bring down regulatory hurdles and provide a friendly working environment to the leading Bollywood stars and personalities visiting UP. Highlighting the key incentives being offered, a senior government officer said incentives ranging from Rs 10 lakh to Rs 2 crore are going to be offered to the production houses, companies and individuals who choose UP as their destination.

“If two-thirds of the movie is shot in UP, the state will provide a maximum subsidy of up to Rs 2 crore to cover the production cost of the film. In case the film is made in regional languages such as Awadhi, Bhojpuri and Bundeli, the state will cover 50% of

the production cost and provide up to Rs 1 crore if the film is shot locally,” said a senior officer. The government will also cover half the cost if someone is interested in setting up a film institute in the state (maximum subsidy on offer would be Rs 50 lakh).

Similarly, those willing to set up a studio or a processing lab related to film production, will get a maximum of Rs 50 lakh as subsidy to cover 25% of their project cost upon completion. While the government is looking to generate interest among Bollywood personalities and attract investments in the upcoming film city in Greater Noida, higher incentives will be offered to those setting up processing labs in Bundelkhand and Purvanchal.

Similarly, preference and lower tariff will be offered to film crew which decide to stay at state-run guest houses, hotels and accommodations.



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