

# UTTAR PRADESH

## A NEW CINEMATIC HORIZON

Elevating Films from Escapist Entertainment to an Engine of Economic Growth and Development.

Film makers-producers/directors, both award winners and inspired new comers- all are welcome to avail of the many concessions and financial grants announced by the state government under the leadership of its

**youthful Chief Minister, Shri Akhilesh Yadav,**

who sees a catalyst in films for development and gave away film subsidy to a few film makers on Friday at Lucknow in a function at his official residence.

There is also this vast panoramic spread of Uttar Pradesh itself to utilize, as a natural set, with unending options to shoot films. Do it once and you'd be persuaded to relive the experience over and over!

Shoot a film in Uttar Pradesh and shoot your way to fame and riches, is the new mantra in film circles.

Uttar Pradesh, emotionally the heart of the Hindi Cinema since the beginning of Indian film industry, is all set to harness the state potential of nature's bounty and cultural diversity to the benefit of the people.

Uttar Pradesh Government has forged a full-

pledge strategy through its nodal agency, Film Bandhu, and modified the Film Policy, 2015 which seeks to create a conducive environment for film production in the state, guaranteeing to film producers – indigenous and from outside, a complete package of attractive incentives including financial,

administrative and logistic facilities while shooting on locations in view of intrinsic value of the films.

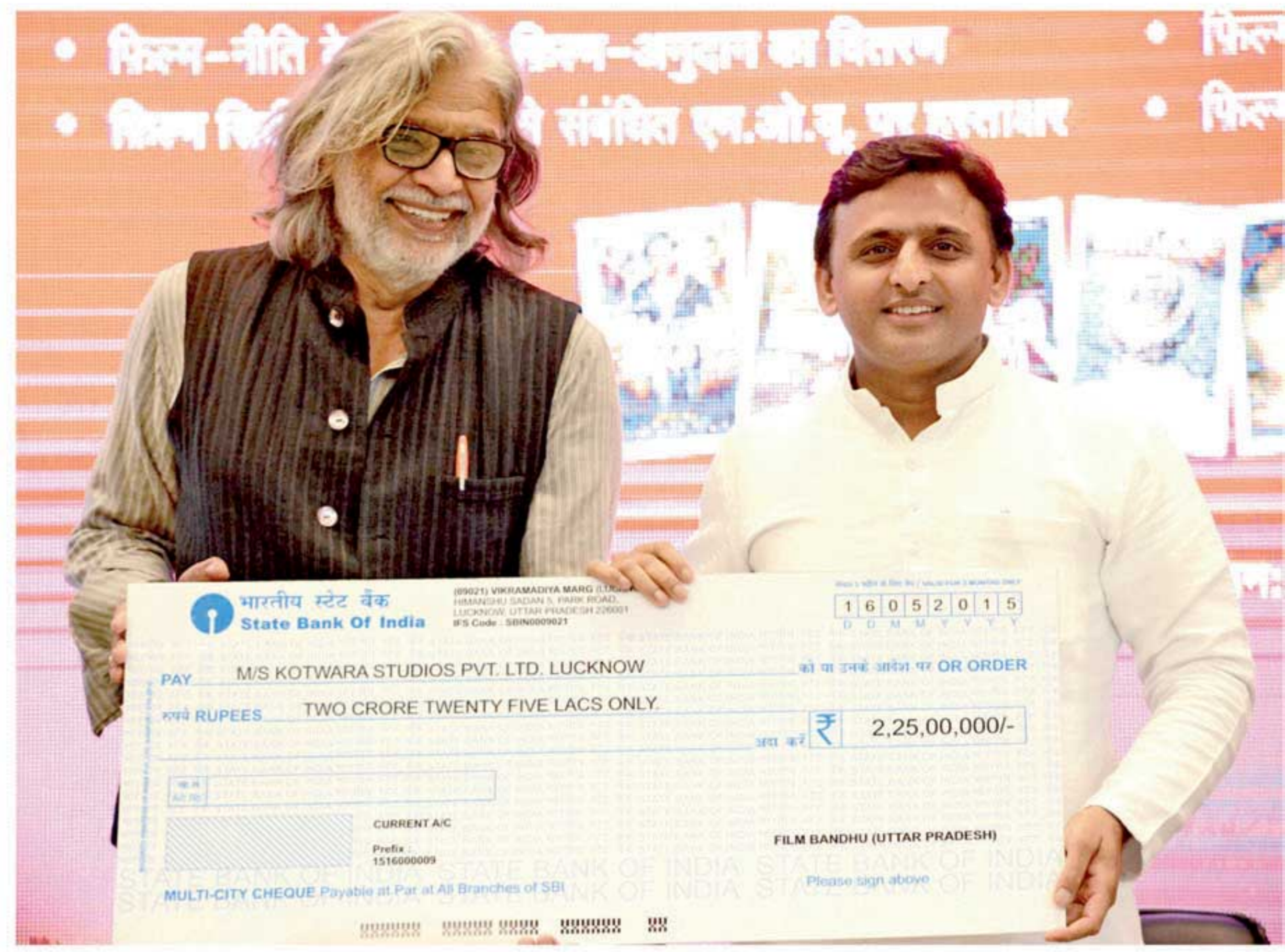
In fact, the preamble to the Uttar Pradesh Film Policy-2015 (Amended), among other things acknowledges that film-making is an industry, and that films, in the present

century are not, entertainment alone but a far more powerful medium of employment, social awareness and cultural integration. Today, cinema, doubtlessly, has become an important economic activity and a principal trigger, to boost tourism nationally and globally.

Chitrakoot ghat and many others along the divine Ganga in Varanasi, the pious and graceful Dewa Shareef in Barabanki and Kaliar Shareef in Saharanpur, the green stretching fields of the Doaba, the jungles of Sonbhadra and its Choonna Dari and Wyndham Falls, apart from its magnificent Chunar Fort, even in decline, together with the dense tropical forests along the Himalayan foot hills, flush with a remarkable variety of flora and fauna and much more can be had in U.P..

Uttar Pradesh is singularly fortunate in possessing myriad places and locations soaked in historicity, scenic beauty and instant numinous appeal. The Taj Mahal, the Agra Fort, Bara Imambara, Residency, Shahnajaf, La Martiniere College and many more sites in Lucknow, Krishna temples and the Yamuna together with Mathura and, Vrindavan, enchanting

Film Bandhu has drawn up a pragmatic scheme to attract and sensitize prospective producers /directors to come to U.P. by offering them a basketful of incentives, chiefly grants and financial concessions for shootings films in Hindi as well as regional languages, with increasing benefits for the first and subsequent shooting as per the table followed in the next page:



Description of films	Status of film shooting in the State	Maximum amount of grant admissible
Second film shooting in the State	On completing half of the total days allotted for shooting	Rs. 1.25 crore (Rs. One crore and twenty five lakh only)
	On completing two thirds of the total days allotted for shooting	Rs. 2.25 crore (Rs. Two crore and twenty five lakh only)
Third film shooting in the State	On completing half of the total days allotted for shooting	Rs. 1.50 crore (Rs. One crore and fifty lakh only)
	On completing two thirds of the total days allotted for shooting	Rs. 2.50 crore (Rs. Two crore and fifty lakh only)
Fourth film shooting in the State	On completing half of the total days allotted for shooting	Rs. 1.75 crore (Rs. One crore and seventy five lakh only)
	On completing two thirds of the total days allotted for shooting	Rs. 2.75 crore (Rs. Two crore and seventy five lakh only)
Fifth film shooting in the State	On completing half of the total days allotted for shooting	Rs. 2.00 crore (Rs. Two crore only)
	On completing two thirds of the total days allotted for shooting	Rs. 3.00 crore (Rs. Three crore only)

- The objective of the U.P. Govt. Film policy is to :**
- Develop Uttar Pradesh into major and important hub of film production.
  - Make people aware, within and outside the state, through films, of its glorious cultural, historical and 'Puranic' tradition, besides its numerous scenic tourist spots and architectural marvels which have shaped the national milieu over the ages.
  - Identify and encourage acting, directorial and other cinematic talent among the people.
  - Create opportunities of additional employment and attract investment from entrepreneurs – local and outside- to start ventures in the state.
  - Refine the popular concept of entertainment through film and make it easy of access, to masses by bringing down the rate of entertainment tax and improving the conditions of cinema halls / multiplexes where film are shown.

# National and international award-winning film producers/directors will be eligible to the further advantage in receiving grant.

