

Himachal Pradesh film Policy-2019

1. Introduction:

- 1.1 The advent of motion picture camera, paved way for creation of new art form, known as movies, motion pictures or films. From the very beginning the films have captured the imagination of the masses and have been instrumental in social awakening and cultural renaissance. Apart from entertaining the public, films have also been a major economic activity, generating employment in the sectors involved with this industry both directly and indirectly. One of the indirect sectors positively impacted by film industry is tourism sector. This powerful medium plays a significant role in promoting tourism by familiarizing a large number of viewers of captivating locales and culture through movies.
- 1.2 Himachal Pradesh has made a significant contribution in the development of Indian Cinema. The breathtaking locales of the State have always attracted renowned film makers, who have used various locations in the State to shoot many memorable films and documentaries. Still the State is full of popular, scenic, cultural, heritage and spiritual sites which are yet to be explored. In fact each hamlet of the State has a pleasant surprise stored in its fold, waiting to be explored. Many artists/creative persons of the State have made their mark in various departments of film making both at national and international level.
- 1.3 This policy is framed to create an amiable atmosphere that not only would facilitate film shooting at a large scale in Himachal Pradesh, but also ensure all round development of activities related to various aspects of film production.

2. Objectives:

- To develop Himachal Pradesh as an important destination for film production.
- To disseminate information about the culture, history, heritage and glorious traditions and captivating tourist places of the State through films to attract tourists.

- To provide opportunity of growth to the talents of the State in all departments of film making.
- To generate opportunities of employment in the State.
- To attract additional capital investment through film industry.
- To develop all weather locales in the State for shooting of films.
- To provide healthy entertainment at affordable price to the people of the State.

3. **Strategy:**

The State Government will work on the following lines to achieve these objectives:

- Strive to create nationally competitive infrastructure and to upgrade the existing infrastructure.
- Provide desired facilities.
- Administrative assistance to ease film making in the State.
- Attractive package of financial incentives.
- Promote non-government organizations associated with the publicity of cinema.

4. **Definition:**

The definition of films shall be the same as is given in the Indian Cinematograph Act, 1952.

5. **Film Development Fund:**

5.1 A fund to be known as "Film Development Fund" will be created by the State Government in Information and Public Relations Department for financing schemes for development of films and film related infrastructure. For this fund, cess @ 50 paise per bottle of liquor will be levied in the State. The amounts received will be utilized on following works:

- To promote production of films in the State.
- To provide financial assistance to well qualified cases for production of the films.
- Awards for films.
- Scholarship for film students.
- To organize film festivals.
- To organize all other activities related to films.

5.2 The Film Development Fund will be managed by the Information and Public Relations Department under the guidance and direction of HPFDC.

6. Administrative Assistance:

6.1 Himachal Pradesh Film Development Council (HPFDC)

A State level Film Development Council would be set up for long term and meaningful development of Film Industry. The Council would include administrative officers as members and members of film fraternity as non official members nominated by the State Government. The HPFDC will comprise of:

1	Chief Secretary	Chairman
2.	Additional Chief Secretary(I&PR)	Member
3.	Additional Chief Secretary(Finance)	Member
4.	Administrative Secretary (Home)	Member
5.	Administrative Secretary (Tourism)	Member
6.	Administrative Secretary (LAC)	Member
7.	Administrative Secretary (Forests)	Member
8.	Administrative Secretary (Industry)	Member
9.	Administrative Secretary (Env. Sc. & Technology)	Member
10	10 persons from film fraternity/Artists/Experts	Members
11.	Director, I&PR	Member Secretary

6.2 Scope of the Himachal Pradesh Film Development Council:

6.2.1 The Himachal Pradesh Film Development Council will devise strategies for development of film sector in Himachal Pradesh.

6.2.2 The HPFDC will finalize norms for giving various financial grants to the film producers/Film production Houses/Owners for setting up of new Cinema Hall/Multiplexes/ Owners of old Cinema Halls for revival of closed Cinema Halls etc.

- 6.2.3 It will give its recommendations/suggestions for developing/upgrading necessary infrastructure required for the development of film sector in Himachal Pradesh.
- 6.2.4 The Council will examine and approve all proposals with regard to extending financial assistance to the film producers/production Houses for shooting in Himachal Pradesh.
- 6.2.5 The Council will approve proposals for revival of the closed Cinema Halls and opening of new Cinema Halls/Multiplex in the State.
- 6.2.6 The Council would monitor the implementation of Film Policy and give suggestions if it finds that improvement or amendment in it was needed.
- 6.2.7 The Council could delegate its financial powers to the Executive Committee.

6.3 The Executive Committee:

The Executive Committee will examine the eligibility and fix criteria to provide financial and other incentives to film makers. The Executive Committee will function under the administrative control of Department of Information and Public Relations, Government of Himachal Pradesh. The Committee will submit its recommendations to the HPFDC from time to time for approval.

The Executive Committee will comprise of:

1	Director, I&PR	Chairman
2	Nominated film makers(Two)	Members
3	Director, LAC	Member
4	Director, Tourism	Member
5	5 experts in the field of films to be nominated by the State Government	Members
6.	Nominee of Principal Chief Conservator of Forest	Member
7.	A nominee from Film Division of India	Member
8.	Joint Director/Dy. Director Films I&PR	Member Secretary

7. Infrastructure:

7.1 The State Government will promote creation of infrastructure required for making films in private sector. Until the availability of this infrastructure in the private sector, the State Government will make efforts to remove the shortcomings in the existing set up.

7.2 The infrastructure required for development of films can be classified in general as given below:

- Infrastructure for shooting and film production.
- Infrastructure for film screening.
- Training facilities for artists, technicians etc.

7.3 Infrastructure for Film Shooting and Production:

7.3.1 Film City:

The Himachal Pradesh Government will endeavor to set up Film City (ies) in the State so that the entire required infrastructure is available at one place. A feasibility study will be undertaken through an expert agency to assess the prospects for setting up of a film city/cities/film lab with the help of private sector. This study will be conducted by the Information and Public Relations Department through a professional agency and on the basis of its report; a detailed project report will be formulated and submitted to the private sector for implementation.

7.3.1.1 Investment incentives as recommended by the Himachal Pradesh Film Development Council and approved by the State Government will be provided to the investors for setting up Film City (ies) in the State.

7.3.1.2 The State Government will also provide land on lease for setting up of the film city/cities and will actively contribute in creation of ancillary infrastructure.

7.3.2 Studios & Labs:

The State Government will promote the setting up of film studios and processing labs till a fully active film city is established in the State.

7.3.2.1 Investment incentives as recommended by the Himachal Pradesh Film Development Council and approved by the State Government will be provided to the invertors for setting up Film Studios & processing Labs in the State

7.3.3 Development of shooting locales:

The State Government will develop various locations where the shooting of films could be held. The basic amenities will be created/improved at these locations. The Government will produce a short documentary on such locations in the State and screen it at International Film Festivals for the information of film fraternity. The Information and Public Relations Department will identify various locations in the State where shooting for films could be held and a list of this will be made available online on the web portal proposed to be created for the facilitation of film makers.

7.3.4 Equipment:

Until the fully functional film city is established and local film industry is properly developed, the State Government will encourage private companies to setup production houses in the State so as to make available to the film makers the equipment on rent. The Film Facilitation Office in the Information and Public Relations Department will maintain a list of professional equipments available with the private production houses located at Chandigarh and Delhi and this list will be made available on line on the web portal proposed to be created for the facilitation of the film makers.

7.3.5 Use of Airstrips/Helipads:

The State Government will allow the film units engaged in outdoor shooting of film in the State to use airstrips and helipads located in various parts of the State.

8. Film Facilitation Unit:

8.1 A Film Facilitation Unit will be established in the Information and Public Relations Department which will work as **single window mechanism** for granting all permissions relating to shooting for films in Himachal Pradesh under one roof.

8.1.1 The functions of the Film Facilitation Wing will include acting as a facilitation point for Films producers and assist them in obtaining requisite permissions, disseminating information on shooting locations as well as the facilities available in the State for production/post production. Film Facilitation Wing will also include creation of a State web portal for this purpose which will be linked with the central web portal of Ministry of Information and Broadcasting and would serve as a central repository of information and facilitate the on-location film making in the State and offer production companies a complete range of pre-production services through a central contact point.

8.2 Single Window Clearance:

The Film Facilitation Unit will work as Single Window Facilitation Centre for assisting in granting all permissions relating to shooting of films. All permissions/clearances will be procured by this Unit from the concerned Local Body (ies), SP(s), DC(s) and line departments and provided to the applicant in maximum 7 working days.

9. Financing of Films:

Finance plays a crucial role in making of films. The Government of India has constituted 'Kanan Committee' to work out process of film financing through commercial bank. On acceptance of Kanan Committee's report, whenever it is presented by the Government of India, the State Government will examine it and if found suitable for promoting film production in the State, the Government will consider it for implementation.

10. Regional Films:

10.1 The impressive role of regional films in blossoming local talent, employment generation and development of infrastructure has been worth emulating. The State of Himachal Pradesh is gifted with enriched folk culture and varied

local languages but despite that it has been deprived of strong presence of local cinema. There is an ample scope for development of the regional films.

10.2 The State Government is fully aware of the power and prospects embedded in the dialects and culture of the State. Hence, film production in regional dialects will be strongly encouraged. This will not only ensure development of a powerful sub-regional film industry, but also help generate opportunities of employment in adequate number at local level and to project the varied ethnicity of the State. The development of sub-regional film industry would create an ambience conducive to attract the mainstream film industry towards the State. A flourishing regional film industry would also act as a catalyst for making the film related infrastructures economically viable. Hence, the Himachal Pradesh Government will give incentives for development and nurturing of regional films in the State.

11. Financial assistance for films made in any of the dialects of the State:

11.1 A grant as recommended by the HPFDC with a maximum limit of Rs. 50 Lakhs will be provided to the film producer/Production house subject to the condition that at least 75% of the film should have been shot in Himachal Pradesh.

11.2 A short film made on socially relevant issue in any of the dialects of the State will also be considered for providing financial assistance as recommended by the HPFDC with a maximum limit of Rs. 10 Lakhs subject to the condition that at least 75% of the film must have been shot in Himachal Pradesh.

12. Fiscal Benefits for films other than Himachali/Vernacular languages:

12.1 Financial grant to the Hindi / English Cinema makers with a maximum limit of Rs. 2.00 Crores, as recommended by the HPFDC who have already produced minimum 3 feature films with country wide audience, subject to the criteria that at least 50% of the entire outdoor footages used in the feature film must be of Himachal Pradesh. The credit list of the film has to mention that 50% of the entire outdoor footage used in the feature film is of Himachal Pradesh.

12.2 If at least 50% of the entire outdoor footage used in a Hindi / English feature film is shot in Himachal Pradesh and if at least three of the leading artists of the film are from the State then the film producer/Film Production House will be provided an additional assistance of Rs. 25 Lakhs or the actual

remuneration paid to the Himachali artists, whichever is less, for producing this Hindi / English feature film.

- 12.3 A short film made on socially relevant issue in Hindi / English will also be considered for providing financial assistance as recommended by the HPFDC with a maximum limit of Rs. 10 Lakhs subject to the condition that at least 75% of the film must have been shot in Himachal Pradesh.

13. Non Fiscal Benefits:

- 13.1 Information and Public Relations Department shall maintain a list of technicians, actors, musicians, singers, directors etc., for the benefit of producers or their sourcing agents. This list will also be made online through the web portal proposed to be developed by the Film Facilitation Wing in the Information and Public Relations Department.
- 13.2 It is proposed that the film units doing outdoor shooting in the State will be given 30 percent concession in room rent on their stay in hotels of the HP State Tourism Development Corporation.

14. Security arrangements for Film Production:

The warm welcome accorded in Himachal Pradesh is well known. Several Indian and International films have been shot here and these film makers have had good experience while shooting these films. The film makers would be provided free security arrangements for shooting their films in the State, but they would have to inform the district officers well in time, so that necessary arrangements could be made.

15. Promotion of Films:

The film culture prevalent in some parts of the country has not yet taken roots in Himachal Pradesh. Therefore, the State Government would make all efforts to popularize films, so that more and more people could be attracted towards this source of entertainment and the films as industry could flourish in the State. Following steps would be adopted to popularize films among the masses:-

- Organization of Film Festival.
- Distribution of Awards.
- Support to Film Societies.

15.1 Film Festival: The State would organize film festival once in a year. The objective of this festival is to provide people a platform where they could watch Regional/National & International Films. These festivals will help in developing healthy film culture in the State. The State would enter into an agreement with the Directorate of film Festivals for this purpose. The Film Festival would be jointly organized by the Departments of Information and Public Relations, Tourism and Civil Aviation and Language and Art Culture. The Film Festival would be organized through Film Development Fund. This opportunity would be developed as special tourism event.

15.2. Awards:

15.2.1 The State Government would institute Annual Film Award to honour persons making quality films. Hindi Films/films in local languages, whose at least 50% shooting has been done in the state, would be considered for the award.

15.2.2 These awards and the distribution function will be financed from 'Film Development Fund'.

15.2.3 Film Societies: Film Societies play an important role in the developing a class of discerning film viewers. The film society movement has been confined to some parts of Himachal Pradesh. To encourage their activities serious and active film societies registered with the 'Film Society of India' will be provided an aid as recommended by the HPFDC from 'Film Development Fund'. Film Society of India will be requested to provide special package to develop and elevate their activities and events.

16. Prohibition of Piracy and illegal Exhibition of Films:

The film industry has been badly affected by Piracy and the illegal Exhibition of Films through various communication mediums. The State Government is committed to protect the viewer's right of watching certified and quality films. The laws, related to checking Piracy and the illegal Exhibition of Films, will be strictly implemented.

17. Infrastructure for Film Screening:

In the present times, Television and other means of entertainment are vying with films to grab attention of viewers. This has resulted in sharp fall in the number of filmgoers which has forced closure of the cinema halls in a large number, and many existing cinema halls are limping along. To bring back public into the cinema halls it is imperative to have high grade facilities in film screening hall. The modern Cinema Theatre should be able to provide a unique experience which otherwise is not available while watching movies at home. To this effect the following three pronged strategy will be adopted:

- Revival of closed cinema halls
- Up gradation of existing cinema halls
- Encouraging setting up of Multiplexes and Cinema Halls.
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17.1. Revival of closed Cinema Halls:

Reviving the closed cinema halls is the priority of the State Government. Those Cinema Halls that closed before commencement of this policy period shall be encouraged to reopen. Financial incentives as recommended by the Himachal Pradesh Film Development Council shall be provided to such Cinema Halls with a maximum amount of Rs. 25 Lakhs. Permission for other commercial activities shall be granted to them. However, all such proposals will be placed before the HPFDC for approval.

17.1.2 Cinema Hall will be accorded the status of Industry in Himachal Pradesh.

17.2 Up-gradation of existing Cinema Halls:

For promoting film viewing in the cinema halls, it is important to modernize and upgrade the facilities and technologies available in the existing cinema halls. The State Government will start a new scheme for expansion of public amenities in cinema halls and making them people oriented. Under this scheme works related to modern sound system, air conditioning, generator set, false ceiling, and replacement of furniture and wide ranging renewal will be carried out by giving 50% reimbursement on SGST.

17.3 Encouraging setting up of Multiplexes and Cinema Halls:

Multiplex cinemas have number of screens to run more than one film concurrently. For promoting setting up of such multiplexes, which have one or more cinema screens, in Himachal Pradesh, 75% reimbursement on SGST will be provided for 7 years. Similarly, new Cinema Halls will be provided 75% reimbursement on SGST for 5 years.

17.4 Land:

For setting up of Multiplexes and Cinema Halls at the places in Himachal Pradesh where there is no Multiplex or Cinema Halls at present, if available the land will be provided on lease by the State Government.

17.5 Power Supply:

Regular uninterrupted power supply is the basic requirement for successful commercial operation of cinema halls. The State Government will ensure uninterrupted power supply to Cinema halls.

17.6 The State Government will treat Multiplexes and Cinema Halls at par with the industry for giving concession on electricity Duty.

17.7 State Goods and Services Tax (SGST) on the entry ticket to Cinema halls and Multiplexes:

The rates of State Goods and Services Tax (SGST) on the entry ticket to existing cinema halls and multiplexes will be examined by the HPFDC and necessary recommendations in this regard will be submitted to the State Government with a view to promote film industry and to provide entertainment at affordable rates to the general public.

18. Training Artistes & Technicians:

18.1 The pivotal part of film making is the persons involved in the process. To nurture talent and creativity in the State, it is imperative to impart high quality training to talented artistes and trained technicians in the field of film making. The State Government will coordinate with the Government of India for setting up a branch of the prestigious Film and Television Institute of

India in Himachal Pradesh, so that the aspirations of those talented persons, who want to make a career in the film production, could be fulfilled.

- 18.2 Film technicians will be imparted training in the selected Industrial Training Institutes in the State. For this purpose, relevant courses will be started in some institutes. The State Government will also encourage the private sector to open training institutes with trades and courses related to films.
- 18.3 In Himachal Pradesh under “**Kalakar Protsahan Yojna**” talented children and youth of the State, who join various courses in performing arts and other courses related to Performing Arts in reputed institute of the country, will be encouraged. One time grant of Rs. 75,000/- will be provided to such children and youth selected for studying in these institutes. The expenditure on this scholarship will be borne out of the Film Development Fund.
- 18.4 The Universities in the State will be encouraged to start courses of performing arts, so that the youth of the State could get an opportunity to hone their talent.

19. **Guidelines for implementation of the Himachal Pradesh Draft Film Policy-2019**

Guidelines, norms and procedures for implementation of the Himachal Pradesh Film Policy-2019 will be issued separately after approval of the same by Himachal Pradesh Film Development Council.

20. **Statutory Amendment**

The Himachal Pradesh Film Development Council may recommend necessary amendments in the H.P. Cinemas (Regulation) Act, 1979, Rules framed there under and other relevant legislations for smooth implementation of Himachal Pradesh Film Policy-2019.