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Azadi Ka  
Amrit Mahotsav

  
Industries & Mines Department  
Government of Gujarat



# CINEMATIC TOURISM POLICY 2022 (2022-2027)



**Industries & Mines Department**  
Government of Gujarat

[www.tourism.gujarat.gov.in](http://www.tourism.gujarat.gov.in)

[www.gujarattourism.com](http://www.gujarattourism.com)



Cinematic Tourism Policy for the State of

# GUJARAT

(2022-2027)



Commissioner of Tourism  
Government of Gujarat



75  
Azadi Ka  
Amrit Mahotsav



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Government of Gujarat

**Bhupendra Patel**

Chief Minister, Gujarat State

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Dt. 06-09-2022

**MESSAGE**

**Honourable Prime Minister Shree Narendrabhai Modi** envisages that India has a lot of stories to be told and the country truly possesses immense potential to become the content hub of the world. Union Government is making efforts to improve ease of doing business in the film sector, from facilitating international film-coproduction to ensuring single window clearance mechanism for permission for filming across the nation. With its tourist attractions such as vivid culture, archaeological heritage sites, diverse natural resources, scenic beaches, Indus Valley sites, architectural marvel, India's first UNESCO World Heritage City and the world's tallest - Statue of Unity (SOU), Gujarat holds the immense potential to attract film makers and tourists from worldwide for varied reasons.

It gives me immense pleasure to announce the **first Cinematic Tourism Policy of Gujarat**. The vision of this policy is to stimulate the tourism economy through Cinema and establish Gujarat as a leader in Tourism and an emerging destination for film making. This important step will further strengthen the tourism sector with diversified offerings and resulting into inclusive developmental growth. I am sure this scheme will open doors to new opportunities and make valuable contribution to the economy of the Nation. I sincerely thank all the stakeholders for their valuable suggestions to formulate the scheme and congratulate all the officials involved in the development of this policy. I congratulate all the stakeholders for their endeavour to promote and strengthen the tourism economy through Cinematic and its related ecosystems.

  
(Bhupendra Patel)

To,  
Shree Alok Kumar Pandey, IAS,  
Managing Director,  
Gujarat Tourism Department,  
Gandhinagar - 382011  
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Launching Ceremony by  
**Shri Bhupendrabhai Patel**  
Hon'ble Chief Minister, Gujarat



From Rani ni Vav (The Queen's Stepwell) to Smritivan Earthquake Memorial Museum, Gujarat has a plethora of visually aesthetic sites that offers a diverse range to travelers to embark on. Needless to mention, Gujaratis are best known for its hospitality. Well-developed infrastructure in the state and connectivity to other parts of the World is edge the state has.

On the recommendation and support of The Hon'ble Chief Minister of State Shri. Bhupendrabhai Patel, Ministry of Tourism is making relentless efforts to promote and strengthen tourism economy and strives to attract maximum tourists across the world. This scheme to promote tourism through Cinema is just another effort and means. The scheme will help to contribute by enlarge the local economy by creating new opportunities for employment, hospitality, transportation, skill development, income generation and contribute to attaining inclusive growth.

The investment incentive scheme for Cinematic Tourism will also act as a catalyst for attracting more investments in the state for development of film infrastructure and cinema industry across the state. It will have a positive and progressive impact on the local socio-economic scenario.

I would like to congratulate every stakeholder and invite them to be a part of the growth journey.



**Shri Purneshbhai Modi**  
Hon'ble Minister,  
Tourism and Pilgrimage Development,  
Civil Aviation and Transport

It is a moment of immense joy on announcement of The Incentive Scheme for promoting cinema and development of film infrastructure for Gujarat state. This investment incentive scheme for Cinematic Tourism aims towards stimulating tourism to the economy through cinema and development of infrastructure within the State.

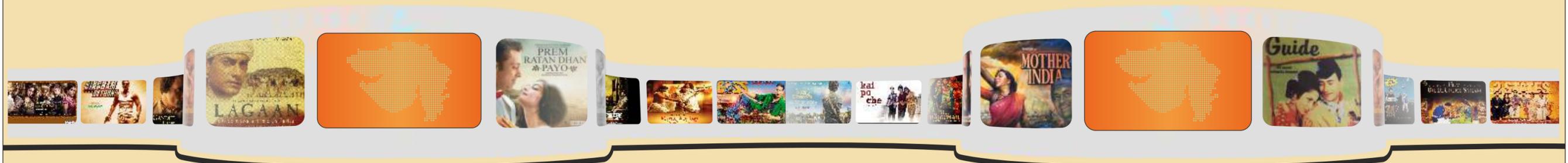
This policy level intervention not only helps in the development of film infrastructure, and entrepreneurial opportunity but also promotes art, culture, and heritage alongside in Gujarat. This policy will significantly steer the tourism sector of the state and add to economic value.

The State Government is taking a focused approach in the promotion of Cinematic Tourism with the industry consultation. The main purpose of this extensive exercise is to address the specific requirement for the promotion of Cinematic Tourism in Gujarat. This policy will help to highlight and make the tourist sites more attractive for travelers across the globe from a different perspective thereby welcoming more economic opportunities for the states as a whole.

I would like to congratulate and invite all the stakeholders to participate in this endeavor to promote Cinematic Tourism in the State of Gujarat.



**Shri Arvindbhai Raiyani**  
Hon'ble Minister of State,  
Tourism and Pilgrimage Development,  
Civil Aviation and Transport



Gujarat Tourism is working with a vision to place Gujarat among the top five tourist destinations in India for foreign and domestic tourists and development of Tourism as an industry for socio-economic development. To attain the holistic development of Tourism in the state, the department is continuously engaging with the key stakeholders and fostering the Tourism sector through policy-level intervention.

Cinema plays pivotal role in today's time and has gone beyond its intended purpose of mass entertainment. Cinema has significant impact in the society and influence the decision of Individuals. Gujarat has scenic beaches, hill stations, rich architecture, heritage sites, sanctuaries, spiritual destinations, river trials and more spread across the state to explore. Gujarat not only influences tourists to experience the Khushbu Gujarat Ki but also holds immense potential for Cinematic Tourism.

The Investment Incentive Scheme for Cinematic Tourism have been successfully launched in line with the vision of Hon'ble Chief Minister of Gujarat with the support Hon'ble Tourism Minister and Hon'ble Tourism Minister (State). The contribution made by each key stakeholders is valuable in the formation of this policy.

Gujarat Tourism aims to promote destinations of Gujarat to travelers across the world. The very purpose of this policy is to promote to tourism and facilitate the development of film making eco system within the state. The incentive scheme emphasizes on meeting the specific needs for sector growth and promotion of Gujarat as a destination for cinematic tourism. The development of film infrastructure will further enhance the opportunity to tap the growing demand for film making and fulfill the needs of Cinematic Tourism. Gujarat Tourism firmly believes this policy will help to generate more opportunities in the sector and contribute towards the developmental growth of economy.

I would like to thank all the stakeholders for their valuable feedback and suggestions during policy formation. It is my humble request to all the stakeholders to be a part of our journey of growth.



**Shri Hareet Shukla, IAS**  
Secretary (Tourism, Devasthanam  
Management, Civil Aviation & Pilgrimage)  
Government of Gujarat

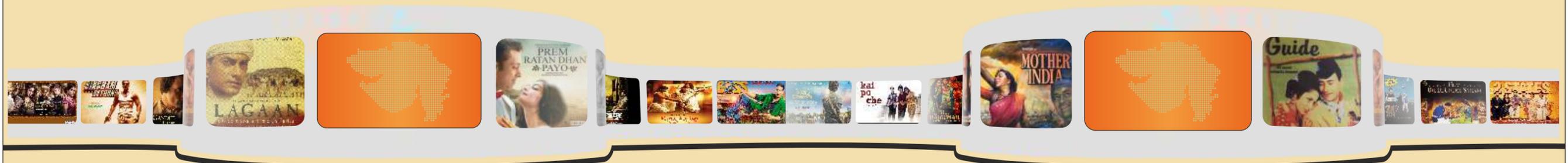
It is a proud moment for us to launch The Investment Incentive Scheme for Cinematic Tourism for state. Cinematic tourism is a concept conceived from the influential value and the retention power of a cinema in an individual's mind. The idea of cinematic tourism is to create a desire to visit the location displayed on the screen. The policy aims to promote the destination of Gujarat through Cinematic Tourism and attract tourists across the globe.

The Incentive Scheme of Cinematic Tourism offers financial assistance in numerous forms and other support for the development film infrastructure, film making and attract more private investment to strengthen the industry. It will also have a positive and progressive impact on the local socio-economic scenario. It will certainly lead to overall development of the sector and significant contribution to promote the destinations of Gujarat on the world map.

I would request all stakeholders and invite all potential investors to participate in this policy in realizing the cinematic tourism potential of the state.



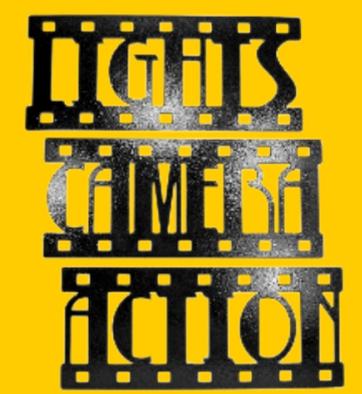
**Shri Alok Kumar Pandey, IAS**  
Commissioner of Tourism &  
Managing Director, TCGL  
Government of Gujarat





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# LIGHTS CAMERA ACTION

## INTRODUCTION



Gujarat is blessed with every ingredient from hills to seashore, from historical sites like Dholavira to modern day marquee gift city, heritage buildings to modern bus ports, to desert in Rann of Kutch to Gir forest. Gujarat also offers excellent connectivity across the state through road, rail and airways. The state of Gujarat is known for amicable people, cultural diversity, hospitality, and entrepreneurship across the globe.

The State Government has identified tourism as a one of the key sectors for socio-economic development and further to promote Gujarat as a preferred tourist destination among the global tourists and cinematic tourism is an excellent way for destination marketing and creates opportunities for product and community entrepreneurship development. Films and television are amongst the most important sources of entertainment in India. Together television, cinema, and OTT will contribute to 57% of the Indian media industry by 2024. The Media and Entertainment industry are expected to reach US\$39 bn and a CAGR of 9% during 2019-24 .

India has consistently been the world's largest producer of films since 2007 . The film and Entertainment market is expected to grow at a CAGR of 50% between 2020 and 2023 . Hindi films contribute almost 40% of the net domestic box office collections annually, while the films in 29 other Indian languages account for approximately 50% of the annual domestic box office collections. Hollywood and international films comprise the balance. The Indian television industry is very diverse and will remain as one of the largest segments in the Media and Entertainment sector. The segment is likely to post a CAGR of 7% to US\$12.01 billion between 2020 and 2023 and regional channels are outpacing many other genres in terms of growth and all large broadcasters have or are planning to enhance their regional channel bouquets.

To create an economic opportunity for the state's populace and to make Gujarat as a preferred destination for film makers, including the Regional, Bollywood, Hollywood, TV and OTT industry, the cinematic tourism policy was under active consideration of the Government. After detailed deliberations and consultations with the concerned administrative departments and various stakeholders, the state government is pleased to announce the Cinematic Tourism Policy for the State of Gujarat as under:

1. <https://www.investindia.gov.in/sector/media>
2. <https://www.statista.com/statistics/235837/value-of-the-film-industry-in-india/#statisticContainer>
3. India's Media & Entertainment sector reboots in 2020, FICCI
4. India's Media & Entertainment sector reboots in 2020, FICCI



## 01. VISION, MISSION, AND OBJECTIVES



### 1.1 VISION:

To establish Gujarat as the leading state in Tourism and Cinematic Tourism.

### 1.2 MISSION:

To promote and develop an ecosystem for film production industries in the state, to stimulate the tourism economy through cinematic tourism.

### 1.3 OBJECTIVES:

- i. To promote destination Gujarat to National and International travelers through Cinematic Tourism.
- ii. To promote the art, culture, and heritage of Gujarat through motion pictures across the globe.
- iii. To attract investments & facilitate the development of film infrastructure in the state for film production.
- iv. To promote technical innovation in film making/ film processing and animation in the sector.
- v. To enhance entrepreneurial opportunity and employability of the youth in the film production industry.

### 1.4 STRATEGIES:

The three key components of strategy to establish Gujarat as a leading state in tourism and cinematic tourism are:

#### i SIMPLIFIED PROCESS:

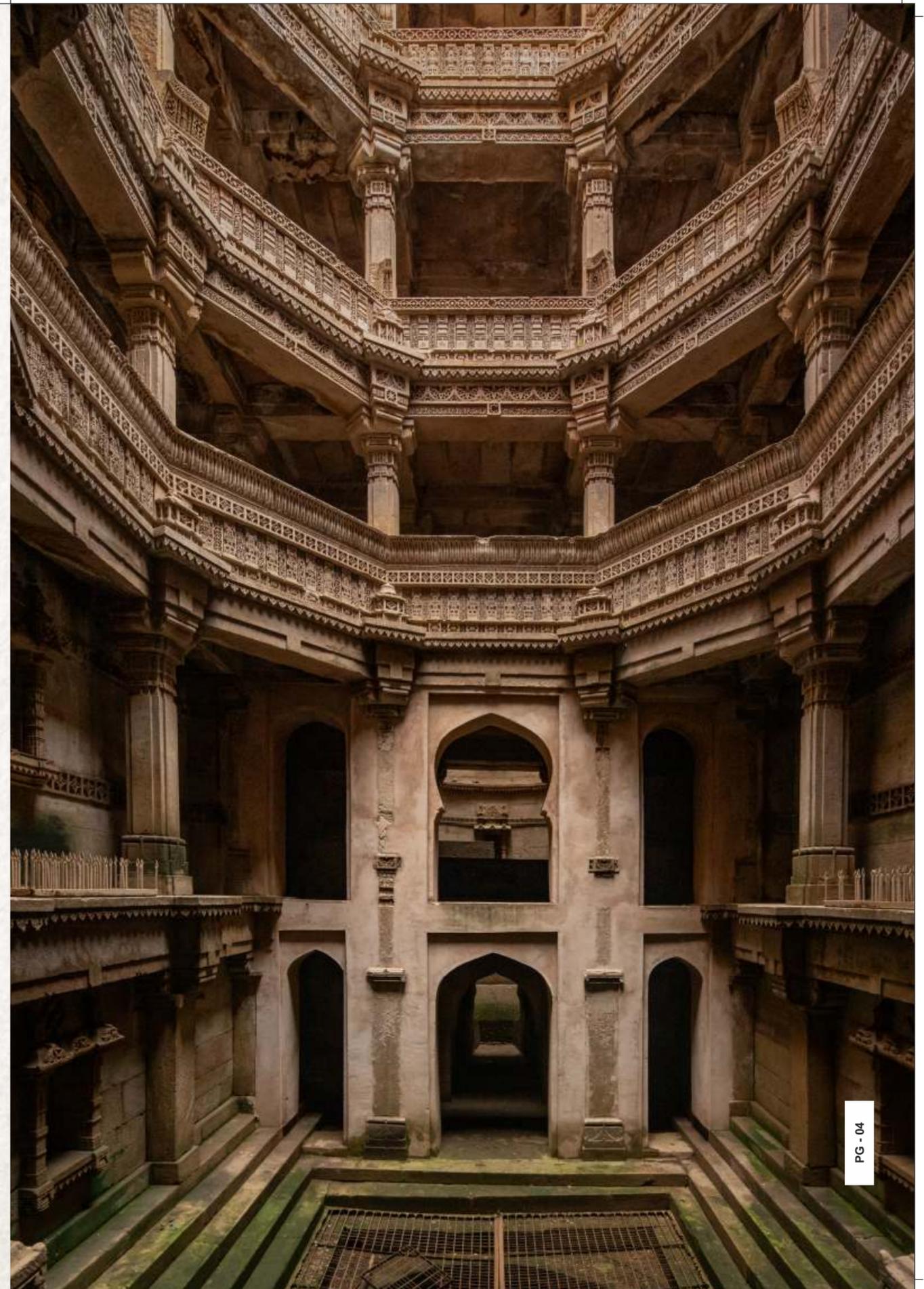
Simplifying the administrative process and strengthening of the existing Single Window System and continuous improvement shall be the key focus.

#### ii DEVELOPMENT OF INFRASTRUCTURE:

To develop an ecosystem for the film shooting in the state it is necessary to prioritize the development of film and television production-related infrastructure in the State. The private participation in development of dedicated infrastructure such as Film City, Film and TV Studio and Post-Production Facilities shall be encouraged.

#### a FINANCIAL INCENTIVES:

In order to promote Cinematic Tourism, financial incentives will be provided to encourage private participation in development of film production-related infrastructure and attract filmmakers from India and abroad.



## 02. OPERATIVE PERIOD & COVERAGE



This Policy shall come into force with effect from the date of issuance of this GR and shall remain in force for the period of 60 months or the declaration of a new or revised Policy, whichever is earlier

## 03. COVERAGE AREA:



The Policy is applicable to the whole of the State of Gujarat

## 04. EXTENDED TIME PERIOD:



The extended time-period will be applicable only to Feature Films/ Web Series/TV Series and Film Infrastructure project having investment value more than INR 100cr. (excluding cost of land), if it complies to the following conditions:

- i. Infrastructure projects with total investment value (excluding cost of land) is over INR.100cr. and should have commence commercially any one activity during the policy period.
- ii. The film shooting should commence in Gujarat on or before last date of the policy and released for public viewing within 24 months after the policy period.



## 05. ELIGIBLE APPLICATIONS/PROJECTS FOR THE FINANCIAL INCENTIVES



- i. **Feature Films**
  - a) Films
  - b) Brand Affiliated Films
- ii. **Documentary films**
- iii. **Web Series**
- iv. **TV serials**
- v. **Mega Film Events**
- vi. **Film Infrastructure Projects: Limited to Film City and Film/Television Studio and Post-production studio or Film Processing Labs/ Film Training Institutes.**

## 06. INELIGIBLE FILMS OR CONTENTS:



The following films/TV Serials/Web Series/Documentary shall not be eligible for any incentives:

- a) Dubbed version of a Films/Documentary/Web Series or TV Serials etc.
- b) Films/TV-Series/Web-Series that are derogatory to Gujarat/ Culture/ People/ Places, Armed forces, etc. or poses any threat to National Integrity, Sovereignty, and Religious harmony and promotes nudity explicitly.



## 07. DEFINITIONS:



- i. **“Budget / Cost of the Film”** means the total eligible expenditure towards making of the film. The constituents of the eligible expenditure shall be as per the operational guidelines.
- ii. **“Brand Affiliated Films”** means films through storyline or visuals promoting Gujarat Tourism brand/ State's Culture or Heritage or different Locations or Destinations through visuals in Films by showing subtitle of Locations or Destination Name or Heritage Properties or Spiritual Destinations or Places of Interest for tourist.
- iii. **“Documentary film”** mean a film with a published screen time not less than 30 minutes and shall promote Gujarat, its culture, heritage, tourist destinations etc.
- iv. **“Eligible Cost of Production/Expenses”** means Cost of Production incurred in Gujarat and paid to the Gujarat based individuals or entities for making Film/TV Serials/Web Series and Documentary including pre & post-production cost duly supported by bills & transaction proofs shall only be considered. The detailed list of eligible expenses and claim process shall be issued in operational guidelines.



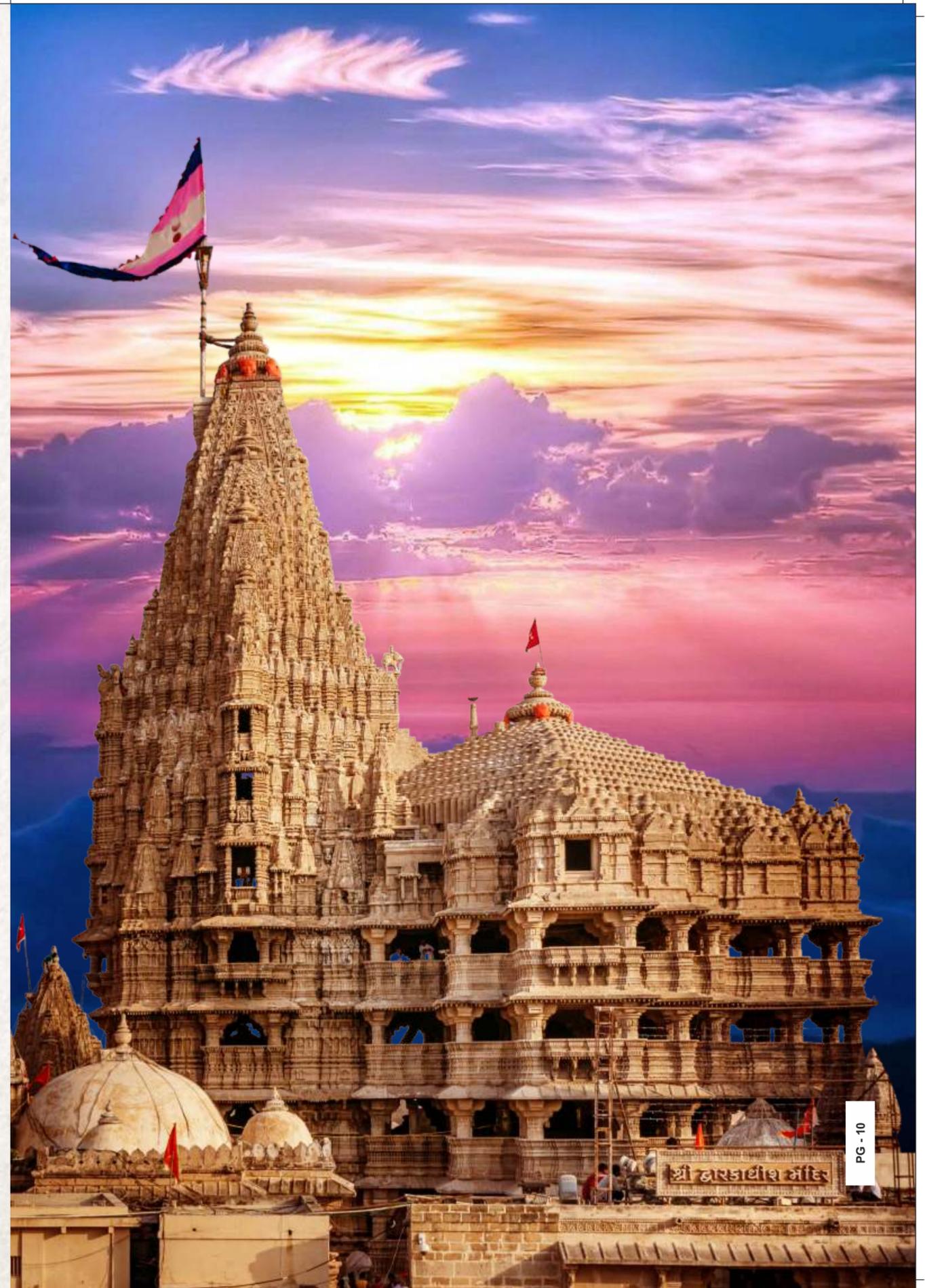
- v. **“Eligible Investment”** means the cost and expenses incurred in development of infrastructure projects such as Film City, Film/TV Studio, Post-Production Studios/Film Processing Labs and Film Training Institutes excluding cost of land. The detailed list of eligible expenses and claim process shall be issued in operational guidelines.
- vi. **“Eligible Entity”** means any Individual or Corporate or any legal Entity established under applicable laws and allowed to conduct business in India and fulfil the terms and conditions of this scheme.
- vii. **“Films/ TV Serials/ Documentary/Web Series”** The definition of Films/ Television/ Documentary shall be the same as defined in The Cinematography Act,1952 or as may be defined by the Central Government from time to time.
- viii. **“Feature Film”** means fictionalized story film in 35mm or more gauges or in or on videotape or compact disk shoot in live actions.
- ix. **“Film Infrastructure Projects”** means the project setup and commencing commercial operation partial or full during the policy period and limited to Film City, Film/TV Studio, Post-production Studios/Film Processing Labs and Film Training Institutes or as may be approved by Committee.

- x. **“Film City”** means an integrated facility having facilities, Services, Infrastructure, and Equipment required for film making. The minimum land area should be at least 30 acres and the Minimum Investment of INR 100cr. excluding cost of land. Out of the Minimum Investment of INR 100cr. the entity shall have to invest at least 60 percent in the development of film production related infrastructure/facilities as listed below. The Film City must have minimum any five from the facilities listed below:
  - a. Permanent Sets for Film Shooting purposes,
  - b. Recording Studios,
  - c. Post-Production Processing Facilities,
  - d. VFX & Animation Facilities,
  - e. Film Exhibition Facility,
  - f. Film Training Institutes,
  - g. Open Landscaped Area for Outdoor Shooting, theme park; and
  - h. Other facilities as may be required for the film making purposes with prior approval of the appropriate Committee.





- xi. **“Film/Television Studio”** means a facility having facilities, Services Infrastructure and Equipment required for film and Series production including the area for shooting activities. The minimum land area should be 10 acres and the Minimum Investment of INR 50cr. excluding cost of land. Minimum 60 percent of area shall be allowed for development of accommodation units. Out of the Minimum Investment of INR 50cr. the entity shall have to invest at-least 60 percent in the development of film production related infrastructure/facilities as listed below. The Film/TV Studio City must have minimum any three from the listed facilities as below:
- a. Permanent Sets for Film Shooting purposes,
  - b. Recording Studios,
  - c. Post-production processing facilities,
  - d. VFX & animation facilities,
  - e. Film exhibition facility,
  - f. Film training Institutes
  - g. Open Landscaped area for outdoor shooting, theme park; and,
  - h. Other facilities as may be required for the film making purposes with prior approval of the appropriate Committee.
- xii. **“Film Training Institutes”** means facilities offering courses in Film acting, Film production, music, choreography, or post-production courses sound recording/dubbing/ mixing labs/ animation and VFX and Film Set etc. or any other film production-related vocational courses. Such Institutes shall have a minimum land area of 5 acres and with a Minimum Investment of INR 25cr. excluding cost of land.
- xiii. **“Long Film”** is a film with a minimum screen running time of 90 minutes in 35 mm or corresponding length in other gauges or on videotape or compact video disk as per censor board certificate.
- xiv. **“Mega Film Events”** means any film or music-related events of National or International Levels or Film Awards etc. organized in the state with prior approval from the State Level Implementation Committee. Minimum Event Expenditure in Gujarat shall be of Rs 10cr.
- xv. **“Number of Screens”** means the number of screens showing a film for continuously 7 days from the date of release in all showtimes of the particular screen.
- xvi. **“Prestigious Projects”** means any project with budget/investment of INR100cr. or above in film production or film production-related infrastructure project.
- xvii. **“Post-production Studios/Film Processing Labs”** means facilities offering standard post-production services like sound recording/dubbing/ mixing labs/ animation and VFX etc. those are required for processing of films and minimum investment shall be INR 25 cr. in such facilities excluding cost of land.
- xviii. **“Producer/Production House”** means any individual or legal entity established under applicable laws and engaged in film production.
- xix. **“Shooting Days”** means the total number of effective days of indoor and outdoor shooting undertaken in the State for making the Film.
- xx. **“Time of the film”** means total screening time of the published films for public viewing.



## 08. FINANCIAL INCENTIVES:



In order to promote Cinematic Tourism and attract filmmakers & facilitate film shooting in the state, the following fiscal incentive shall be provided to the films shot in Gujarat.

### 8.1 FEATURE FILMS:

#### 8.1.1 FINANCIAL INCENTIVE TO FILMS IN ALL LANGUAGES @ 25% OF ELIGIBLE EXPENSES OF PRODUCTION OR MAXIMUM AS FOLLOWS:

Sr. No	Film made in Gujarat by any production house or producer	Maximum Limit (INR in Cr.)
01.	1st	1.50 cr
02.	2nd	2.00 cr
03.	3rd onwards	2.50 cr

### ELIGIBILITY CRITERIA:

- Minimum Budget of the film should be INR 50 cr.;
- Minimum 30 days of shooting or INR 1.5 cr. Eligible Cost of Production in Gujarat (Goods/Services Purchased or Charges or Fee paid in Gujarat);
- Shot with 4k or higher resolution with Dolby Digital 5.1 (or advanced) surround sound and Minimum 90 minutes running time as mentioned in the censor board certificate;
- The film should be released in more than 75 screens across India/Abroad or in the country of production house for foreign films;
- Certified U or U/A by Central Board of Film Certification (CBFC) or as applicable for OTT Platforms; and
- The film must be approved by the committee for content quality and suitability to become eligible for incentives.



**8.1.2 BRAND AFFILIATION:**

**FINANCIAL INCENTIVE TO BRAND AFFILIATION CATEGORY FILMS @ 25% OF ELIGIBLE EXPENSES OF PRODUCTION OR MAXIMUMS FOLLOWS:**

Sr. No	Film made in Gujarat by any production house or producer	Maximum Limit (INR in Cr.)
01.	1st	1.50
02.	2nd	2.00
03.	3rd onwards	2.50

**ELIGIBILITY CRITERIA:**

- i. Promoting Gujarat Tourism brand/ State's Culture or Heritage or different Locations or Destinations through visuals in Films by showing subtitle of Locations or Destination Name or Heritage Properties or Spiritual Destinations or Places of Interest for tourist;
- ii. Minimum 15 days of shooting or INR 75 Lakhs Eligible Cost of Production (Goods/Services Purchased or Charges or Fee paid) in Gujarat;
- iii. For Feature Films Minimum 90 minutes running time as mentioned in the censor board certificate and released in more than 75 screens across India/Abroad or in the country of production house for foreign films;
- iv. Shot with 4K or higher resolution with Dolby Digital 5.1 (or advanced) surround sound and shall be portrayed positively and all such visuals shall be Certified U or U/A by Central Board of Film Certification (CBFC) or as it may be Applicable; and
- v. The film must be approved by the committee for content quality and suitability to become eligible for incentives.

**8.2 ASSISTANCE TO PRESTIGIOUS FILM PROJECTS:**

Any prestigious film projects shall be considered for the special incentives and other benefits @ 25% of eligible Cost of Production in Gujarat and Facilitation as may be decided by SLIC to the first three films on a First Come First Serve basis every year during the operative period of the policy.

**ELIGIBILITY CRITERIA:**

- i. Minimum 45 days of shooting or INR 5 cr. Eligible Cost of Production (Goods/Services Purchased or Charges or Fee paid) in Gujarat;
- ii. Minimum 5 destinations shall be showcased in publicly released version and at-least 5 artists from Gujarat;
- iii. For Feature Films Minimum 90 minutes running time as mentioned in the censor board certificate and shot with 4K or higher resolution with Dolby Digital 5.1 (or advanced) surround sound and shall be portrayed positively and all such visuals shall be Certified U or U/A by Central Board of Film Certification (CBFC) or as it may be applicable;
- iv. Such projects must take prior approval from the State Level Implementation Committee (SLIC); and
- v. The film must be approved by the committee for content quality and suitability to become eligible for incentives.

**8.3 WEB SERIES & TV SERIALS:**

**FINANCIAL INCENTIVE @ 25% OF ELIGIBLE COST OF PRODUCTION OR MAXIMUMS FOLLOWS:**

Sr. No	Film made in Gujarat by any production house or produces	Maximum Limit (INR in Cr.)
01.	1st	75
02.	2nd	1.00
03.	3rd onwards	1.50

**ELIGIBILITY CRITERIA:**

- i. Minimum budget of Web Series/TV Serials should not be less than INR 10cr.;
- ii. 20 Local Gujarati artists and crew or 10 locations or heritage properties or spiritual locations or tourist places of Gujarat shall be showcased;
- iii. Minimum 75 days of shooting or INR 3 cr. Eligible Cost of Production in Gujarat;
- iv. Shot with 4k or higher resolution with Dolby Digital 5.1 (or advanced) surround sound;
- v. Minimum 150 minutes of total running time and must be released on any of the top 5 OTT Platforms including regional OTT or TV Channels;
- vi. Top 5 OTT Platforms shall be decided and published by Commissioner of Tourism on the basis paid users; and
- vii. The film must be approved by the committee for content quality and suitability to become eligible for incentives.

**8.4 DOCUMENTARY FILMS:**

**FINANCIAL INCENTIVE @ 25% OF ELIGIBLE COST OF PRODUCTION OR INR 25 LAKHS WHICHEVER IS LOWER.**

**ELIGIBILITY CRITERIA:**

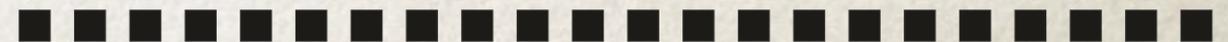
- i. The subject shall be based on promoting Gujarat Culture or Heritage or Destinations and Nature, Wildlife and Ecology or National Leaders or may be related to National and State Interest, Social Awareness or Human values or National Integration etc.;
- ii. The subject of Documentary film must have prior approval from the SLIC;
- iii. Minimum Cost of Production in Gujarat shall be of INR 50 lakh and shoot in Gujarat for a minimum period of 7 days;
- iv. Shot with 4K or higher resolution with Dolby Digital 5.1 (or advanced) surround sound and Minimum Cost of Production shall be INR 50 lakh; and
- v. The running time shall not be less than 30 minutes.

**8.5 GENERAL CONDITIONS FOR FEATURE FILMS/ TV SERIALS/WEB SERIES/ DOCUMENTARY:**

- i. The Production house/ Producers shall only be eligible for claiming incentive under this policy and shall have to complete all documentation within 180 days from the date of the first public release date. The Commissioner of Tourism may allow additional 30 days beyond the 180 days limit to complete the documentation if necessary and requested.



- ii. Feature Films/ TV-Series/Web-Series originally shot on live-action of actors shall only be considered eligible.
- iii. The Script and Storyline shall not show India and Gujarat, Armed Forces, Judiciary and Spiritual, Religious and Social beliefs in a derogatory manner.
- iv. Any film availing incentive under this policy shall not be eligible for incentive under any other policy of the Gujarat Government.
- v. Both Outdoor and Indoor Shooting days will be considered for all eligible applications for calculation of minimum shooting days.
- vi. All eligible applicants shall be solely responsible for following and complying with all the prevailing guidelines issued by I&B Ministry, Government of India/Government of Gujarat or Regulatory Authority or Association and obtaining approvals as may be required.
- vii. The incentives will be disbursed only after submission of proof of public screening, Telecast or views on online streaming channels/platforms and list of channels/screens and commencement of commercial operations as per Operational Guidelines issued by the Commissioner of Tourism.
- viii. All the films, TV-Series, Web-Series, and Documentary must show Gujarat Tourism Logo and mention location of the shoot in "text" during Prologue (introduction or beginning) of the film print released for public viewing, irrespective of the categories they apply.
- ix. The application for incentive once submitted shall be considered full and final and subsequent additional claims shall not be considered. However, the Commissionerate of Tourism may ask for additional documents as and when required from the applicant for the verification of claims.



**8.6 INDICATIVE LIST OF ELIGIBLE COST OF PRODUCTION /EXPENSES:**

- i. The list below is only an indicative list of the Cost of Production which may be considered for filmmaking in Gujarat. However, the detailed list of eligible Cost of Production in Gujarat and claim process shall be issued in operational guidelines.

Sr. No	Particulars of Eligible Expenses
01.	Charges paid to the Gujarati Actors
02.	Charges of the Services hired in Gujarat
03.	Charges of the technical / production unit
04.	Charges for song/music recording and mixing
05.	Charges for Choreography & fighting
06.	Charges for animation and special effects
07.	On producing film in digital format
08.	Total expenditure on Raw stock /Hard disk purchased in Gujarat
09.	Charges of the location/ studio paid in Gujarat
10.	Post-Production charges (Editing, sound work, re-recording, visual effects/ animation, DI/colour grading & other technical jobs paid in Gujarat
11.	Cost of equipment hired or purchased in Gujarat
12.	Local Travel & freight charges paid in the state
13.	Hotel rent paid to other than Tourism properties
14.	Sets, designing, supervision (construction, models & special properties)
15.	Other expenses towards statutory requirements like copy rights, certification
16.	Expenditure on publicity in Gujarat
17.	Contingency expenses occurred in Gujarat

- ii. For calculation of the eligible amount of incentive only payments made through the bank transaction shall be considered under eligible expenditure subject to supplemented by Beneficiary Name, and GST or PAN details along with proof of payment received. Any cash payment or unpaid amount of expenses shall not be considered as eligible expenditure under this policy irrespective of categories.

**8.7 ASSISTANCE FOR MEGA FILM EVENTS:**

Financial Assistance @ 20 percent of the eligible expenditure in Gujarat or maximum up to INR 25 cr. shall be provided for the organizing mega film events to promote Gujarat as film shooting destination.

**ELIGIBILITY CRITERIA:**

- i. Minimum Event Expenditure (Goods/Services Purchased or Charges or Fee paid) in Gujarat shall be Rs 10 cr.;
- ii. The applicant shall take prior approval from State Level Empowered Committee (SLEC);
- iii. Such Event should have broadcast partners of National and International Reputation;
- iv. Such Event shall have to be widely publicized through all channels such as Social Media, Print Media, or Electronic Media; and
- v. Must be telecasted/ or broadcasted on electronic Media Channel/s.

**8.8 FILMS INFRASTRUCTURE PROJECTS:**

**8.8.1 FINANCIAL INCENTIVE UP TO 20 PERCENT OF ELIGIBLE INVESTMENT AS BELOW:**

Sr. No	Total Investment of Project (Excluding cost of Land)	Percentage of Eligible Investment
01.	Up-to INR 500cr.	15
02.	Above INR 500cr.	20

**8.8.2 Reimbursement of Registration fee and Stamp Duty:** 100 percent reimbursement of Registration Fee and Stamp Duty paid to the authority.

**8.8.3 Land on Lease:** if required, Land on Lease will be provided wherever the land bank is available at the disposal of Commissionerate of Tourism for the setting up of the project with investment value of more than INR 500cr., after due approval from SLEC. In-case of required land is not available at the disposal of Commissioner of Tourism, the Revenue Department shall be consulted for land allocation.

Maximum up to 100 acres land on lease may be provided on the terms as decided by the Commissioner of Tourism, Government of Gujarat, if the minimum investment value is of more than INR 500 cr. as per below table:

Sr. No	Investment in Project (INR)	Area of Land on Lease
01.	Equals to INR 501cr.	30 acres
02.	On every subsequent additional investment of INR 20 cr.	1 acre of additional land may be provided



**8.8.4 GENERAL CONDITIONS FOR INFRASTRUCTURE PROJECTS:**

- i. All film infrastructure-related projects with investment up-to INR 100 cr. shall commence commercial operation during the policy period means the first commercial bill issuance date.
- ii. All the Projects with an investment of INR 100 cr. and above shall make a presentation on the project to State Level Implementation Committee and take prior approval before commencing the project in the state.
- iii. Maximum additional period of 24 months may be granted only to the film-related infrastructure projects with an investment of above INR 100 cr. after the completion of the policy period for project completion and 180 days after project completion for submission of application for incentives. The investment made during the additional period of 24 months after the policy period only shall be considered as eligible expenditure for calculating eligible capital incentives.
- iv. The Film Infrastructure projects with investment value of more than INR 100 cr. must commence full commercial operation within 24 months from the last date of policy period.
- v. The detailed eligible expenditure list and incentive claim process for such infrastructure projects shall be issued in the Operational Guidelines of this policy.
- vi. For calculation of the eligible amount of incentive only payments made through the bank transaction shall be considered under eligible investment/expenditure subject to supplemented by Beneficiary Name, and GST or PAN details along with proof of payment received. Any cash payment or unpaid amount of expenses shall not be considered as eligible expenditure under this policy irrespective of categories.
- vii. These projects shall be treated at par with Tourism Infrastructure projects like theme park, amusement park etc. for marketing and promotion assistance purposes under the Tourism Policy.
- viii. Film Training Institutes or Film & TV Studio or Post-production Studios/Film Processing Labs as a part of Film City shall not be considered separately for incentives.

**09. BREACH OF CONDITIONS:**



In a case where, a project in the opinion of the SLIC has availed of the Capital Investment Subsidy by misrepresentation, fraud or by furnishing false and misleading information or by suppressing facts /materials or disbursed in excess of the amount actually admissible for whatsoever reason, the incentive provided shall be returned within 15 days from the date of such notice served.

**10. COMMITTEES FOR APPROVAL:**



**10.1 State Level Empowered Committee (SLEC) under the Chairmanship of Hon'ble Chief Minister is constituted with the following members of the committee are as below:**

- i. All film infrastructure-related projects with investment up-to INR 100 cr. shall commence commercial operation during the policy period means the first commercial bill issuance date.

1.	Hon'ble Chief Minister	Chairman
2.	Hon'ble Minister of Tourism Department	Vice Chairman
3.	Hon'ble Minister (MoS) of Tourism Department	Member
4.	Hon'ble Chief Secretary	Member
5.	ACS/Principal Secretary/Secretary or the Representative of Finance Department	Member
6.	Secretary or the Representative of I&B Department	Member
7.	ACS/Principal Secretary/Secretary or the Representative of Revenue Department	Member
8.	ACS/Principal Secretary/Secretary or the Representative of Home Department	Member
9.	ACS/Principal Secretary/Secretary, or the Representative of Sports, Youth & Culture Activities Department	Member
10.	ACS/Principal Secretary/Secretary (Tourism), I&M Department	Member
11.	Commissioner of Tourism	Member Secretary

**The Role of State Level Empowered Committee (SLEC):**

- i. The SLEC shall approve Projects with investment value of more than INR 500cr. and Mega Events.
- ii. All matters of interpretation, dispute or contention under this Policy will be referred to SLEC, whose decision will be final and binding.
- iii. SLEC shall review policy and coordinate the different departments for better and efficient implementation.



**10.2 Committee for Content and Quality:** The Committee for the suitability of content and quality shall be constituted by the SLEC.

**10.3 State-Level Implementation Committee (SLIC)** is constituted under this policy with following members:

1.	ACS/Principal Secretary/Secretary (Tourism), I&M Department	Chairman
2.	Secretary (Expenditure), Finance Department	Member
3.	Secretary or the Representative of I&B Department	Member
4.	Secretary or the Representative of Revenue Department	Member
5.	ACS/Principal Secretary/ Secretary, or the Representative of Sports, Youth & Culture Activities Department	Member
6.	Commissioner of Tourism	Member Secretary

- a) In case of Project with investment value of more than INR 100 cr. to INR 500 cr. brought for approval to the SLIC, the Committee will be chaired by Hon'ble Tourism Minister and Hon'ble Tourism Minister (MoS, if any) will be member of the Committee.
- b) The SLIC may call special invitees from different Departments/ Authorities or subject matter specialist from the related field.

**The broad role of State Level Implementation Committee (SLIC) shall be as follows:**

- i. The SLIC will act as enabler to resolve the issues faced by investor and facilitate project implementation under this policy.
- ii. The SLIC will assess and approve incentives and benefits to the eligible application under this policy. The SLIC will be authority to approve Projects with investment value of less than INR 500 cr.
- iii. The SLIC will monitor the progress of policy and recommend amendments to SLEC in the policy from time to time as may be required.

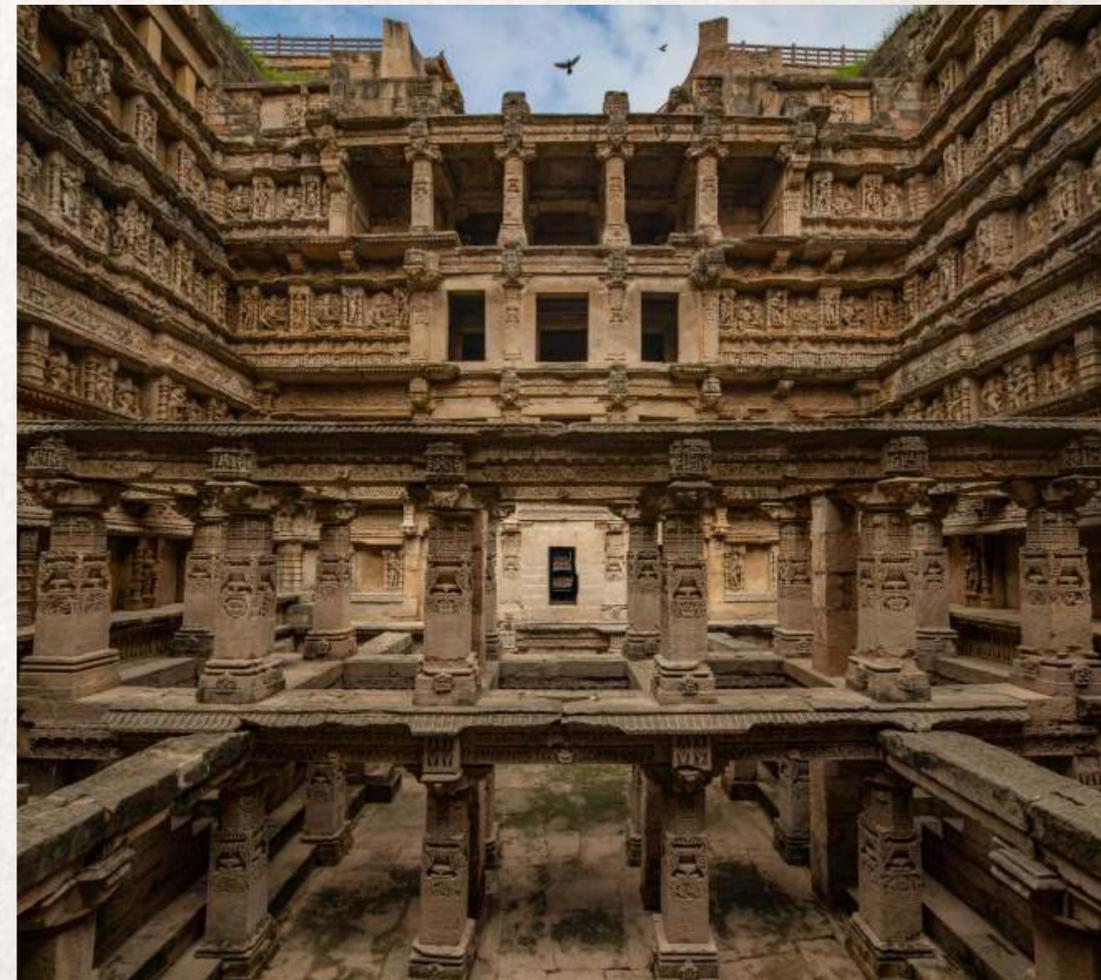


## 11. ADMINISTRATIVE FACILITATIONS:



### 11.1 SINGLE-WINDOW SYSTEM:

- i. To ease the process of filming in Gujarat, TCGL has created an online single window system portal to offer bookings, permissions, and clearances to filmmakers without any hassle and physical intervention, Process of bookings, permissions, and clearances will be coordinated through the Film facilitation cell of Tourism Corporation of Gujarat Ltd. (TCGL).
- ii. Film Facilitation Cell regularly updates the database of locations, images, videos, skilled/semi-skilled/unskilled labor, artists, production resources, important contacts, permits & approvals, etc., and shall make available on the portal.
- iii. All concerned Departments of State shall appoint a nodal officer for granting permission in a timely manner and coordinate with Film Facilitation Cell.



## 11.2 ESTABLISHMENT OF FILM FACILITATION CELL:

A Film Facilitation Cell (FFC) shall be established under the Managing Director, Tourism Corporation of Gujarat Ltd. (TCGL) to facilitate and provide administrative support to film makers coming to the state for shooting. The primary responsibilities of FFC are as defined under will be reviewed from time to time to enhance facilitation and improving ease of film making in the state.

### 11.2.1 ROLE OF FILM FACILITATION CELL:

A Nodal Officer will be appointed under the Managing Director, TCGL, to head the Film Facilitation Cell (FFC), the officer appointed shall be responsible for the coordination and smooth functioning of the cell.

- i. Responsible to manage the Online Single Window System website.
- ii. Responsible to respond to all requests received from the Online Single Window System.
- iii. Ensure appointment of a Nodal officer from each department and district from the State.
- iv. Liaison with various Departments and Authorities of State and Government of India for timely permissions.
- v. Obtain permissions for shooting and coordinate with applicants for any queries.
- vi. To provide Liaison officers to the film makers on payment basis, if requested.
- vii. To create a feedback system and rank registered service providers on the basis of feedback in Single Window System.



## 11.3 OTHER INITIATIVES

### 11.3.1 ACCOMMODATION BOOKING:

To facilitate stay for the cast and crew of the production, TCGL will support with bookings at Gujarat Tourism owned hotels as well as provide a detailed list of recognized hotels, homestays, B&B, etc. available across the State on its website.

### 11.3.2 DISCOUNT ON STAY IN TCGL PROPERTIES:

If Cast and Crew stays at the TCGL owned properties during the film shooting, a discounted rate up to fifty percent will be offered or as may be decided by MD TCGL on request by applicant and recommendations of Film Facilitation Cell.

### 11.3.3 TRANSPORTATION:

To facilitate transportation services for production in Gujarat, TCGL will provide a detailed list of recognized transportation service providers in Gujarat for various needs of production.

### 11.3.4 LIST OF SERVICES PROVIDERS:

To facilitate film production in Gujarat, TCGL will create a detailed list of the service providers, that is essential for production. Registrations of all such services providers will be undertaken by TCGL on its website based on the requisite information submitted by the service provider and after payment of registration/renewal fees.



11.3.5 **DELISTING/RELISTING OF SERVICE PROVIDERS:**

- i. **Delisting:** To provide quality services and prevent any misconduct by the service provider the Film Facilitation Cell may delist and debar any services provider from the website and from the list of registered service providers, if three or more written complaints are received in a year for deficiency in services after obtaining approval from the Managing Director, TCGL.
- ii. **Relisting:** On receiving the application for the relisting from the delisted Service Provider, the Managing Director of TCGL, may seek clarification from the Service Provider and allow relisting only if the reply is satisfactory and supporting documents are produced.

11.3.6 **SUPPORT TO INTERNATIONAL FILMMAKERS:**

In order to encourage the international film fraternity to make films in Gujarat, the following support will be extended like -

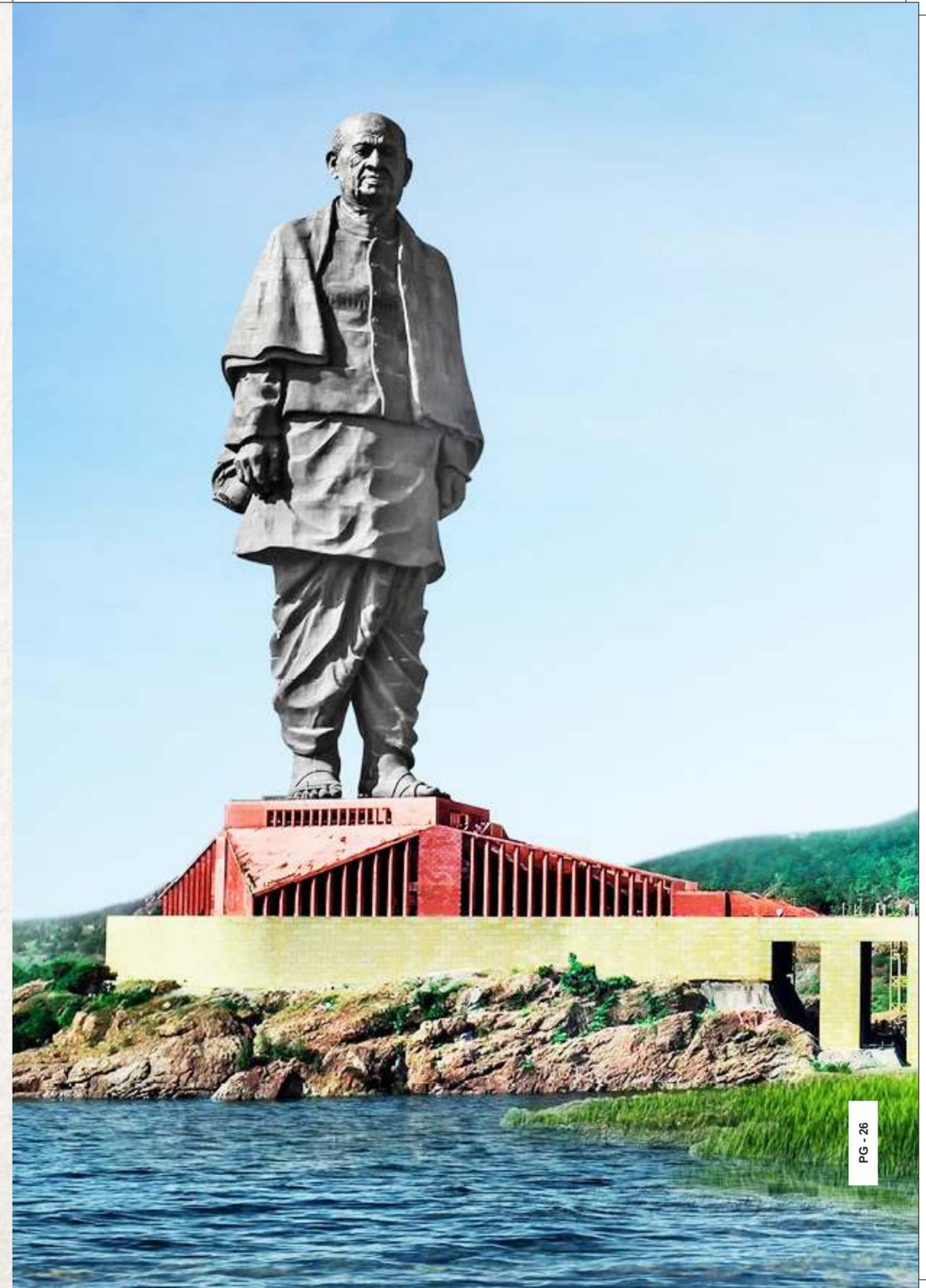
- i. Liaison support for international movies during their shooting in Gujarat.
- ii. Facilitation for hiring interpreters & consultants.

11.3.7 **SECURITY FACILITIES FOR MAKING OF THE FILM:**

- i. As filmmakers register through the Single Window System, the Film Facilitation Cell (FFC) will provide the information to the respective Police office to ensure required security is made available. The request along with the requirements must be submitted to FFC at-least 3 weeks prior to commencement of shooting.
- ii. The applicable charges shall be paid by the film makers, if any.

11.3.8 **EXCISE PERMISSION:**

Film Facilitation Cell will assist in obtaining excise permission for the cast and crew in case of application for permission is submitted online on Single Window System and within the purview of prevailing rules.





12. NODAL AGENCY:



The Commissionerate of Tourism (CoT), Government of Gujarat will act as a Nodal Agency for the implementation of the Policy. The CoT will issue comprehensive Operational Guidelines for availing incentive and processing of applications under various provisions of the Policy and same will be updated on TCGL website and State Government website for public convenience.



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