

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1323
ANSWERED ON 11.02.2019**

PROMOTION OF FILM TOURISM

**1323. SHRI P.R. SUNDARAM:
SHRIMATI SUPRIYA SULE:
SHRI SATAV RAJEEV:
SHRI DHANANJAY MAHADIK:
SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:
DR. HEENA VIJAYKUMAR GAVIT:
DR. J. JAYAVARDHAN:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of the initiatives taken by the Government to encourage film tourism in the country and the extent of success achieved therefrom so far;**
- (b) whether film tourism has not been fully developed in the country though India has vast potential, if so, the details thereof and the reasons therefor;**
- (c) whether India has signed MoU/agreement with various countries to develop film tourism and if so, the details thereof;**
- (d) whether the Government has received any proposal from the various States including Maharashtra regarding publicity and promotion of tourism based projects including documentary films and TV commercials;**
- (e) if so, the details thereof and the response of the Government in this regard along with the time by which the said proposals are likely to be sanctioned; and**
- (f) the other steps taken by the Government to promote film tourism in the country in a time bound manner?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) and (b): The Ministry of Information and Broadcasting, Government of India has informed that Film Facilitation Office (FFO)

has been set up with a view to promote and facilitate film shootings in India. FFO acts as a single window facilitation point for ease of filming in India by assisting them to get requisite permission and disseminating information on shooting locations and facilities available with the Indian film industry for production and post- production. FFO has also launched its web-portal <https://ffo.gov.in/en> for this purpose.

(c): The Ministry of Tourism, Government of India has not signed any Memorandum of Understanding (MoU)/Agreement with any country to specifically promote film tourism. However, the Ministry of Information and Broadcasting, Government of India has signed Audio Visual Co - production Agreements with 13 countries with a view to promote co-production of films between Indian film makers and film makers of different countries. This is an enabling document which facilitates co-production of films.

(d) to (f): The Ministry of Tourism has not received any proposal from the States/UT's including the State of Maharashtra, regarding publicity and promotion of tourism-based projects including documentary films and TV commercials.

The Ministry of Tourism has recognized films as a powerful tool for promotion of destinations and has taken following steps to promote Film Tourism as an important Niche Tourism product in the country:

- (i) The Ministry of Tourism extends financial support to State Governments/Union Territory Administrations, for promotion of "Film Tourism". The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/Filming charges, Facilitation Fee etc.**
- (ii) The Ministry of Tourism has instituted a National Tourism Award, namely, "Most Film Promotion Friendly State/UT" to encourage the State Governments and Union Territories to facilitate filming in their State/UT.**
- (iii) The Ministry of Tourism also promotes Film Tourism as part of its on-going activities viz. release in print, electronic, online and outdoor media campaigns in the domestic and international markets, under the Incredible India brand-line, to promote tourism products and destinations of the country.**
