

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2341
TO BE ANSWERED ON 07.08.2026**

PROMOTING J&K AS A GLOBAL CINEMATIC HUB THROUGH CENTRAL INITIATIVES

2341. SHRI SAT PAUL SHARMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government proposes to encourage establishment of film production and post-production facilities in Jammu and Kashmir;
- (b) The steps taken to facilitate film shooting permission through digital platforms such as India Cine Hub; and
- (c) The initiatives undertaken to promote the region among national and international film producers?

**ANSWER
MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (c):

Film shooting permissions across the country, including Jammu and Kashmir, are facilitated through the **India Cine Hub (ICH)**, a single-window digital portal managed by National Film Development Corporation (NFDC). The portal showcases the filmic and non-filmic resources of all States and Union Territories, while applications for shooting permissions are processed online in coordination with the designated nodal officers of the respective States and Union Territories, including Jammu and Kashmir.

Further, the National Film Development Corporation (NFDC) collaborates with State-level film festivals and other promotional platforms to showcase filming destinations, including Jammu and Kashmir, among domestic and international filmmakers. These initiatives are aimed at encouraging film production, post-production activities, tourism, employment generation and investment in the region.
