

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3956
ANSWERED ON 27.03.2017**

FILM TOURISM

3956. SHRIMATI KIRRON KHER:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has recognized the potential of film tourism in the development of tourism in the country;**
- (b) if so, the details thereof along with the initiatives taken by the Government to encourage film tourism in the country and the extent of success achieved therefrom so far;**
- (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; and**
- (e) if so, the details thereof and the response of the Government in this regard?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)**

(a) & (b): Yes, Madam. The Ministry of Tourism has recognized films as a powerful tool for the development and promotion of destinations under Niche Tourism Product. Several destinations have gained in terms of tourist inflow by being the venue/location of popular domestic and international films.

The Ministry of Tourism has taken following steps to promote Film Tourism in the country:

- Signing of a Memorandum of Understanding with the Ministry of Information & Broadcasting in 2012;**

- **Joint participation with the Ministry of Information and Broadcasting in the Cannes Film Festival & Market, International Film Festival of India (IFFI, Goa), and European film Market, Berlin;**
- **Institution of a National Tourism Award in 2012 in the category “Most Film Promotion Friendly State/UT” to encourage the State Governments and Union Territories to facilitate filming in their region;**
- **Formulated guidelines for extending financial support to State Governments/Union Territory Administrations for promotion of Film Tourism. As per these Guidelines, Central Financial Assistance of Rs.2.00 lakh per film will be given to each of the State Governments/U.T. Administrations during each financial year.**

The Ministry of Information & Broadcasting has setup the Film Facilitation Office (FFO) which has been mandated to:-

- **Act as a single window clearance mechanism for according permissions for filming across India.**
- **Promote India as a filming destination, leveraging the diverse locales and vast resources available within the film industry.**
- **Work closely with Central Ministries/Departments and State Governments in setting up single window clearance facilities.**
- **Establish a dedicated Web portal, to enable the mechanism of single window clearance system online.**
- **Identify and recommend policy changes (at the central & state levels) that would make India a more film-friendly destination.**

(c) to (e): No, Madam.
