

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2763
ANSWERED ON 07.08.2023**

PROMOTION OF FILM TOURISM

2763. SHRI SHIVAKUMAR C. UDASI:

SHRI SUDHAKAR TUKARAM SHRANGARE:

SHRI DILIP SAIKIA:

SHRI RANJEETSINGH NAIK NIMBALKAR:

SHRI DEVJI M. PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any institutional framework for promoting 'Incredible India' through Film Tourism;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government to ensure ease of film making and upgradation of the existing studios to promote Film Tourism?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): While promotion and development of Tourism, including Film Tourism, is primarily the responsibility of the State Governments/UT Administrations.

However, Ministry of Tourism promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential

markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.

Ministry of Tourism has drafted a National Strategy for Film Tourism. Following strategic pillars have been identified in the strategy:-

- (i) National & State level Coordination**
- (ii) Country & Destination Branding**
- (iii) Destination Infrastructure Development**
- (iv) International scale skilling**
- (v) Financial Incentives**
- (vi) Post Film travel & tourism outreach**
- (vii) Institutional Structure and Governance Mechanism**

The Ministry of Information and Broadcasting has set up the Film Facilitation Office (FFO) 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 the filmmakers, both foreign and domestic, to get requisite permission for filming. The FFO website acts as a single point repository of filming permissions, shooting locations and resources related to filming in India as well as for postproduction facilities.

In addition, in order to promote India as a preferred filming destination, the Ministry of Information and Broadcasting has launched the following schemes w.e.f. 01.04.2022:-

- (i) Incentive scheme for foreign film shooting in India.**
- (ii) Incentive scheme for official Audio Visual Co-productions of films with Foreign Countries.**
