

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 4313
TO BE ANSWERED ON 26.03.2025**

GOVERNMENT SUPPORT FOR REGIONAL FILM-MAKERS AND DIGITAL MEDIA GROWTH

4313: SHRI SUKANTA KUMAR PANIGRAHI:

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

- a. the various financial and policy measures undertaken by the Government to support regional film-makers, journalists and digital content creators particularly in States like Odisha;
- b. the funds allocated and disbursed under these initiatives during the last five years and the manner in which these measures benefited the regional media industry;
- c. the steps taken by the Government to promote regional films and digital content from Odisha at national and international platforms and the impact of these initiatives thereupon;
- d. the manner in which the Government is ensuring the growth of digital media startups and independent journalists in regional languages while maintaining responsible content dissemination; and
- e. the future plans of the Government to further enhance financial aid, infrastructure and skill development in the regional media and entertainment sector?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (e): National Film Development Corporation (NFDC) under the Development Communication & Dissemination of Filmic Content (DCDFC) scheme extends financial support to all filmmakers across various regions including Odisha for film production in multiple Indian languages.

NFDC also provides financial aid to the debutant director and supports co-production of films in various Indian languages including Odia. An amount of ₹93.64 crore (approx.) has been sanctioned to support film production activities in the last 5 years, fostering the growth of the regional media industry by empowering first-time filmmakers and facilitating co-productions. Further, Ministry of Information and Broadcasting has set up India Cine Hub (ICH) to provide financial assistance to filmmakers to promote their films at international film festivals across the world. ICH provides financial aid to the movies selected in any competition section of an International Film Festival of repute or India's official nomination to the Academy Awards under foreign film category for promotional activities.

Under the Startup India initiative, the Government is implementing various flagship Schemes to support startups across categories and sectors including Media and Entertainment. In addition, the Government launched the National Startup Awards (NSA) in 2020 under the Startup India initiative, to recognize and reward outstanding startups and ecosystem enablers. Various measures are undertaken to encourage startups from diverse sectors and groups to apply across categories in the National Startup Awards. These measures include social media outreach, off-line and online advertisements, in-person capacity building workshops and webinars, promotion through websites of line Ministries/Departments and State Governments, and encouraging ecosystem stakeholders to spread awareness about the awards.

Further, the Government has recently set up the Indian Institute of Creative Technologies (IICT) with the objectives of creating a world-class talent pool in India, catering to the Indian as well as global industry, setting-up incubation centres for the AVGC-XR sector and providing opportunities for small players to grow. IICT is an independent industry-led institution which will respond to the skilling requirements of the industry.
