***“Joymati Scheme”***

**FOR FINANCIAL GRANT**

**TO HINDI / ENGLISH / FOREIGN LANGUAGE CINEMA MAKERS**

**IN ASSAM**

**1.0 Period of Validity of the Policy:**

The Policy will be effective from 01/01/2018 and will be valid for a period of 5 (Five) years, i.e. up to 31/12/2022.

**1.1 Introduction :**

Films are powerful tools to shape perceptions, create new ones and reinforce the old ones. In recent years film emerged as a powerful tool for the development and promotion of destinations. Encouraged by the growth of international travel and the development of entertainment industry film tourism is seen to be a growing phenomenon, which should be considered to be part of any tourism marketing strategy. In addition to the exposure provided through such films, there are many ancillary gains to the destination like income generation, investment, job creation etc. which contribute to the overall economic development of the respective destination.

Government of Assam has been taking up innovative steps for promoting the state of Assam as a destination for film shootings. To encourage the film producers of the world various incentives has been envisioned in the Tourism Policy of Assam 2017.

* 1. **General Conditions and Criteria:**

As per the para 7.5 of Tourism Policy of Assam 2017 following are the conditions to be fulfilled for availing the benefits, viz:

1. Cinema makers should produce minimum 5 (five) feature films with country wide audience in Hindi/ English/ Foreign language;
2. Minimum 25% of the entire shooting of the feature film should be in Assam;
3. At least 25% of cast & crew should be from Assam
4. Should get a U or UA certificate from Censor Board.
5. Cash grant amounting to 25% of the Qualified Production Expenditure (QPE) shall be given or Rs.1 Crore, whichever is less. Number of films to be covered will depend on budgetary provision for the year.
6. Additional grant 10% shall be added on QPE, if the film having storyline on Assam's culture/ tourism/ heritage.**\***
7. Additional grant 10% shall be added on QPE, for shooting more than 50% of the entire shooting in Assam.**\***
8. The producers who have produced minimum 10 films in Hindi/ English/ Foreign language will be provided free accommodation and transport for their important Casts during the period of stay for shooting of films in Assam.\*

**1.2 Definitions:**

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| 1 | "The Tourism Policy of Assam, 2017" means the policy announced by the Government of Assam w.e.f 1/1/2018 to 31/12/2022; |
| 2 | "A Feature Film", means a full length feature film which is intended to be screened as the main attraction in commercial cinema,; |
| 3 | "Film producer" means an individual or a company or a trust or a partnership firm , as the case may be, with a track record in film production minimum of 5 (five) feature films in Hindi/English/Foreign languages; |
| 4 | "Film production Company" means a company incorporated or registered under the Companies Act; |
| 5 | "Qualified Production Expenditure" , hereinafter QPE , means and include : |
|  | 1. Transportation cost of goods and materials used in Assam; 2. Rent and hire charges for use of land/building/materials & goods located in Assam; 3. The cost of goods & materials purchased in Assam required for shooting in Assam or in the making of the production; and 4. Cost of accommodation for the period of stay in Assam for shooting. |
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| 6 | "Director Level Film Tourism Committee" means the committee constituted under para 9.3.3 of the Policy. |