



DELHI TOURISM

# DELHI FILM POLICY 2022

**दिल्ली सरकार**

**आप की सरकार**

INDEX

1. Introduction.....	4
2. Vision.....	5
3. Definition.....	5
4. Objectives.....	5
5. Strategy.....	6
6. Policy Period.....	7
7. Nodal Agency for Obtaining Approvals.....	7
8. Online Single Window Clearance Mechanism: 'e – Film Clearance'.....	8
9. Film Shooting Promotion Cell.....	10
10. Film Facilitation Committee.....	11
11. Film Development Cell.....	12
12. Film Advisory Board.....	12
13. Implementation.....	13
14. Delhi Film Fund.....	14
15. Points and Subsidies.....	15
a. Point Allocation for Indian/Foreign Productions:.....	17
b. Additional Point Allocation for Foreign Productions.....	18
c. Subsidies to be Granted.....	18
16. Delhi Film Card.....	19
17. Fees & Deposits.....	19
18. Safety & Security of Film Units.....	19
19. Development of Shooting Locales.....	20
20. Lodging & Transport Facilities.....	20
21. Compendium of Filmic Resources.....	20
22. Use of Local Talent and Skill Development.....	21
23. Marketing & Promotion.....	22
24. Leading Digital Revolution.....	22
25. Delhi International Film Festival (DIFF).....	23
26. Delhi Film Excellence Awards (DFEA).....	23
27. Partners in Growth.....	24
28. Prohibition of Piracy and Illegal Exhibition of Films.....	24
29. Operational Guidelines.....	24

**“Disclaimer”**

High security zones i.e, near Rashtrapati Bhawan, North Block & South Block, Raj Path, Parliament House, India Gate etc. would not be under the purview of this Policy. Thus, this Policy will not be applicable for such high security zones. For film shootings in these areas, specific approvals from Government of India would be required.

The permissions granted through the Online Single Window Clearance Mechanism i.e, e – Film Clearance would also be subject to guidelines/ instructions of Ministries/Institutions of Government of India issued from time to time.

## 1. Introduction

Delhi is a popular tourist destination in India and the world. It is a vast city with diverse culture, diverse people and diverse landscape. Delhi is the perfect destination for film shootings in India. The city boasts of a very healthy blend of old heritage and modern grandeurs and as such it offers best of both worlds to the film makers. While on the one hand, we can see lively streets of Old Delhi, on the other hand, we have quaint streets of Rajpath and nearby areas. Delhi also has various popular film locations that have been used in the movies for the aesthetic backdrop.

In Delhi, about 30 films are shot every year which seems way below its actual potential. Delhi has immense capacity to emerge as a leader in film production by leveraging its geo-physical, political, regional, historical and cultural context and creating a favorable environment for a thriving film industry. There are many film producers, directors, writers and actors who belong to Delhi and are utilizing their talents in cities like Mumbai, Chennai, Hyderabad etc. Introduction of a Film Policy with incentives and measures to boost such talent will be beneficial in retaining talent in the city and creating appropriate employment opportunities.

It has been consistent endeavour of the Government to take proactive steps for easing the process of doing business in Delhi. In continuation of these efforts and in order to provide a friendly and efficient film making ecosystem to the producers, it is prudent to simplify the existing processes and practices for granting filming approvals so as to further ease film making in Delhi.

Welcome to the Delhi Film Policy 2022

## 2. Vision

To create an enabling environment that encourages inclusive growth in tourism by supporting film-making in the National Capital Territory of Delhi.

## 3. Definition

- 'Policy' means the Delhi Film Policy 2022;
- 'GNCTD' means Government of National Capital Territory of Delhi;
- 'DTTDC' means Delhi Tourism & Transportation Development Corporation Ltd./ Delhi Tourism;
- 'MD/ MD & CEO' means Managing Director/ Managing Director and Chief Executive Officer, DTTDC;
- 'Government of India (GoI)' means Ministries, Departments, Institutions and Autonomous Bodies of Government of India.
- 'Film' means a cinematograph film.
- 'Cinematograph film' means any work of visual recording and includes a sound recording accompanying such visual recording and "cinematograph" shall be construed as including any work produced by any process analogous to cinematography including video films and shall include feature films, short films, documentaries, TV Series, Web Series and ad films.

## 4. Objectives

The Delhi Film Policy 2022 intends to brand the national and international profile of Delhi through films. The following stipulates key objectives of the Delhi Film Policy 2022:

1. To promote artistic, creative and cultural expressions
2. To brand Delhi as a vibrant film shooting destination by easing approval processes for film shooting
3. To build large, enthusiastic audiences for films shot in Delhi, both at the domestic and global level

4. To develop and support local talent and provide skilled ecosystem in Delhi

## **5. Strategy**

To achieve the objectives of the Delhi Film Policy 2022, three broad frameworks are necessary to promote and encourage film shoots in Delhi:

### **5.1 Institutional Measures**

Online Single Window Clearance Mechanism (e – Film Clearance)

The Online Single Window Clearance Mechanism (e – Film Clearance) will support and promote development of films in Delhi. The Delhi Film Policy 2022 aims for ease of doing film business. The mechanism will fast track approval processes for film shooting from various stakeholder agencies. About 25 agencies will be connected online with Delhi Tourism and Transportation Development Corporation (DTTDC, hereinafter called Delhi Tourism), an undertaking of Govt. of Delhi, and the film production houses. Delhi Tourism shall be designated as the Nodal Agency for this purpose.

### **5.2 Policy Measures**

To promote Delhi as a Film Tourism Destination, policy measures will be vital for establishing Delhi as a shooting and film producing destination. The Delhi Film Policy 2022 shall offer incentives and further develop shooting locations in Delhi by building and enhancing film-related facilities and infrastructure. These measures will attract film production agencies and establish film making in Delhi. In addition, there will be promotion of Delhi for film shootings through participation in various international, national and local industry events and hosting festivals and other similar events with film-fraternity participants.

The following measures have been identified to make Delhi an attractive destination for film shootings:

1. There shall be administrative measures and incentives for making the Delhi Film

Policy 2022 a success

2. A Film Shooting Promotion Cell shall be established within Delhi Tourism. In addition, a Film Facilitation Committee, Film Development Cell and a Film Advisory Board shall be constituted for ensuring ease of film making in Delhi
3. Delhi Film Policy 2022 shall establish Delhi Film Fund for branding Delhi as a tourist destination. This Fund shall be utilized for supporting and promoting filmmakers and production agencies
4. A Delhi Film Card shall be launched to offer specific services and amenities to film production agencies for shooting in Delhi. Special packages shall be offered to production agencies of sister cities of Delhi.

### **5.3 Supporting Measures**

These measures shall support the development of highly skilled workforce for film production agencies in Delhi. The Delhi Film Policy 2022 aims for the professional development and training of Delhi's local talented youth including cast, crew, extras, technicians and many more. Delhi's skill ecosystem will create a robust professional ecosystem in Delhi.

## **6. Policy Period**

The Policy shall remain in operation for a period of 5 years, from May 2022 or until substituted by another Policy, whichever is earlier. The Policy provisions, however, may be amended from time to time to cater to the changing needs and requirements of the film production agencies, in consultation with the Film Advisory Board.

## **7. Nodal Agency for Obtaining Approvals**

- 7.1 Delhi Tourism and Transportation Development Corporation (DTTDC), a government undertaking of Government of Delhi, has been designated as the Nodal Agency for easing the approval processes for film production agencies by coordinating with various stakeholders in Delhi.

- 7.2** For this purpose, DTTDC shall develop an online institutional mechanism for coordination with the agencies concerned and all other stakeholders to facilitate film production agencies/film makers in obtaining necessary approvals for shooting. The entire process of approval shall be cleared within 15 calendar days.
- 7.3** If approval is not proposed to be granted in the stipulated time period, the agency shall communicate to the applicant and Delhi Tourism providing clear reasons for the delay.
- 7.4** However, if approval is not granted within the given time frame, deemed approval will be granted by Delhi Tourism, unless the agency informs Delhi Tourism about reasons for not being able to grant the approval in time. However, this information must reach Delhi Tourism within 15 calendar days of receipt of online application.
- 7.5** If the filmmakers or producers want to get the approvals in lesser time (like 10 days or 5 days before shoot or lesser number of days) because of any actor's dates' issue or any other reason, then the approval can be considered (provided all norms are followed). However, a premium amount as decided by the authorities concerned would be charged for such cases.
- 7.6** In addition, once approval is given to the film production agencies/film-makers, film shootings can-not be stopped for any reason whatsoever except under extenuating circumstances. And, in that case, timely information has to be provided to Delhi Tourism and the film production agency.

## **8. Online Single Window Clearance Mechanism: 'e – Film Clearance'**

- 8.1** An Online Single Window Clearance Mechanism (e-Film Clearance) shall be created by Delhi Tourism to provide greater transparency, grant time bound approvals and better coordination between stakeholder agencies and production firms. This will reduce the time and effort of film production units and filmmakers for shooting in Delhi.

The online mechanism will have the following features:



1. DTTDC shall act as the Nodal Authority for managing and operating the 'Film Shooting Single Window Portal' on DTTDC website
2. The online portal shall have a clear mechanism for obtaining approvals for shootings at both DTTDC and non-DTTDC locations
3. Multi-level user log-in option would be linked with access permissions –
  - (i) The system shall have the mechanism to provide access to all stakeholders including applicants, administrator (Delhi Tourism) and the respective approving authorities.
  - (ii) All location specific approving authorities of Delhi and Government of India, besides independent agencies, shall have access to the system.
  - (iii) The system shall have a mechanism to obtain both location-specific approvals and statutory approvals (including approval from Delhi Police).
  - (iv) The system shall list all the film shooting locations of various stakeholders.
  - (v) The system shall have a mechanism for automatic allocation of application to respective authorities depending on location requirement of each application.
  - (vi) The system shall have a mechanism to allow approving authorities to accept and reject applications for specific locations.
  - (vii) The system shall have provision for online payments.
  - (viii) The system shall have a mechanism for easy communication through notification and alerts via SMS / email between various stakeholders and the applicant.
  - (ix) The system shall generate acknowledgement receipt after successful submission of an application.

- (x) The system shall have a mechanism to track the progress of each application.
- (xi) The system shall generate permission letter that can be downloaded in the applicant login.
- (xii) The system shall have a mechanism to allow applicants to submit feedback for grievance redressal.

### **9. Film Shooting Promotion Cell**

A Film Shooting Promotion Cell (FSPC) shall be set up in DTTDC. This Cell shall undertake the following responsibilities:

- i. It shall register Production Service Companies/ Line Producers interested in film shootings in Delhi. For this purpose, all information shall be readily accessible on Delhi Tourism website. The website shall act as one single platform for enrolment of professionals and access of information by filmmakers.
- ii. It shall set up a mechanism for providing annual scholarships/stipends to students of Delhi, studying in National School of Drama (NSD), Delhi, Film and Television Institute of India (FTTI), Pune, and Satyajit Ray Film & Television Institute, Kolkata, National Institute of Design, Ahmedabad, or any other recognized and reputed Training Institute with the approval of Film Development Cell.
- iii. It shall develop Standard Operating Procedures, detailed guidelines, rules, process checklist and all required formats and agreements, among others, essential for implementation of Delhi Film Policy.
- iv. The Cell shall maintain a list of Delhi-based production houses and communicate with them regarding approvals, new schemes, and promotion activities undertaken by GNCTD for attracting filmmakers to Delhi for film production.
- v. It shall maintain a regularly updated library database of Delhi-based film crew on its website such as make-up artists, costume designers, hairdressers, set designers, electricity and lighting technicians, spot boys, assistant directors, and other professionals related to the film industry. It will provide an easy access for

information to production houses for utilizing local Delhi talented youth for film shoots in Delhi.

- vi. For Line Producers, it would be mandatory to update their own profile, from time to time and present the previous work they have done, along with a work satisfaction letter from the producers so that people who are searching for line producers on website can also see the ratings and the potential of the Line Producers, based on their professional skills.
- vii. It shall address concerns and/ or complaints pertaining to the processes of obtaining approvals and any other matter of importance through its grievance redressal desk.

## **10. Film Facilitation Committee**

A Film Facilitation Committee chaired by the MD & CEO, DTTDC, shall be formed and consist of the nodal officers of stakeholder agencies. The Committee shall comprise of additional directors or above level officers from various agencies, departments, authorities and other key stakeholders including:

- i. Archaeological Survey of India (ASI)
- ii. Central Public Works Department (CPWD)
- iii. Delhi Development Authority (DDA)
- iv. Delhi Transport Corporation (DTC)
- v. Delhi Metro Rail Corporation (DMRC)
- vi. Delhi International Airport Limited (DIAL)
- vii. Directorate General of Civil Aviation (DGCA)
- viii. Department of Environment and Forest, GNCTD
- ix. Department of Art, Culture and Languages, GNCTD
- x. Department of Revenue, GNCTD
- xi. Department of Tourism, GNCTD
- xii. Deputy Commissioner of Police (Law & Order)
- xiii. Deputy Commissioner of Police (Traffic)
- xiv. East Delhi Municipal Corporation (EDMC)
- xv. ISKCON Temple Trust
- xvi. Jama Masjid and Hazrat Nizamuddin Dargah
- xvii. New Delhi Municipal Council (NDMC)

- xviii. North Delhi Municipal Corporation (North DMC)
- xix. Northern Railways
- xx. Public Works Department, GNCTD (PWD)
- xxi. South Delhi Municipal Corporation (SDMC)
- xxii. Sports Authority of India (SAI)
- xxiii. Sundar Nursery, Nizamuddin
- xxiv. Any other department of GNCTD or Govt. of India and agency as per request of Film Production Agency.

The Committee shall meet quarterly to discuss and deliberate on steps to be taken for efficient operation of e- Film Clearance.

### **11. Film Development Cell**

A Film Development Cell shall be constituted by Delhi Tourism for the development and promotion of film making in Delhi by national and international film makers. The Cell will be co-chaired by the Managing Director & CEO, Delhi Tourism and a leading film personality such as a filmmaker, director, actor or producer from the film industry. It shall consist of government officials, technical professionals, and experts from the film industry.

The Cell would have the following responsibilities:

1. The Cell shall monitor the implementation of Delhi Film Policy 2022 and decide the eligibility of filmmakers/ producers to receive incentives
2. It shall periodically discuss strategies for the development and promotion of films in Delhi
3. It shall act as an advisory body for releasing funds and sanctioning film sector related projects with capital investments
4. The Film Development Cell shall meet once in six months.

### **12. Film Advisory Board**

The Film Advisory Board will advise and guide on how best to achieve the Delhi Film Policy 2022 goals. It shall consist of leading film makers and professional (subject matter) experts who would provide insights and ideas on how to promote film making in Delhi and engage community for inclusive growth. They would share current knowledge for achieving excellence in objectives of the Delhi Film Policy 2022.

### **13. Implementation**

- 13.1** All applications for film shooting in Delhi shall be received only on the 'e – Film Clearance' of Delhi Tourism
- 13.2** The Policy shall be applicable to all the eligible national and international filmmakers seeking permission and claiming subsidy/incentive as per the operational guidelines. For all international film-makers and Production Houses, it would be the responsibility of their Line producer/ representative to get all the requisite clearances from Ministry of External Affairs (MEA) and Ministry of Information and Broadcasting (MIB) of Government of India etc.
- 13.3** The 'e - Film Clearance' shall coordinate with all concerned stakeholder agencies to ensure timely approvals on applications received for film shootings
- 13.4** After release of the project, the producer shall submit the application to FSPC, along with the necessary certificates for the incentive in the prescribed format.
- 13.5** A Finance Committee set up by FSPC shall examine the incentive application, and forward to the Chairperson of Film Development Cell along with its recommendations for decision.
- 13.6** FSPC shall make efforts for arranging MOU between DTTDC and various Service Providers in Delhi and NCR region for post-production of Films.
- 13.7** FSPC shall make efforts for arranging MOU between Cinema Hall, Chains of Cinema Halls, other Amphitheatres and Film Distributors in Delhi

- 13.8** An undertaking that the applicants for film shooting through e-Film Clearance shall provide prominent credit to Delhi Tourism, Government of Delhi and locations/ respective Stakeholder agencies, in the film and during promotion activities of the film, must be furnished.
- 13.9** The Following shall be provided by the film makers to Delhi Tourism with all rights for future use at any platforms:
- |   |              |
|---|--------------|
| a. A short audio and video trailer of the entire Film   | post release |
| b. A short clip documentary showcasing use of Delhi locations   | post release |
| c. A behind the scene clips of directors'/ film crew mentioning Delhi   | post release |
| d. Film poster for Delhi Tourism archives   | post release |
| e. Social media publicity for Delhi Tourism and locations   | post release |
| f. High resolution poster images of film/project  | post release |
| g. 'Filmed in Delhi' in the final production rolling credits<br>along with logo of GNCTD, DTTDC and Location Stakeholders | post release |

Details will be provided in the operational guidelines for the same.

#### 14. Delhi Film Fund

The Government of National Capital Territory of Delhi shall establish a Delhi Film Fund for branding of Delhi as a national and international tourism destination from film promotion point of view. This Fund will be used to provide subsidy/incentives for film shootings in Delhi. The incentive provided to a production house/filmmaker would be of two types:

- a. **Performance Based Funding** – It shall be granted for film productions, primarily to reward producers and distributors. It would also be utilized for marketing and promotion purposes for films based in Delhi or shot in Delhi.
- b. **Support Funding** – It shall provide assistance to new and emerging players for marketing and promotional activities for low budget films, telefilms and productions.
- c. Critical criteria for Performance Based Funding and Support Funding would be:

- a. number of days of shooting in Delhi
- b. Delhi content in films
- c. screen time given to Delhi locations
- d. local artists from Delhi

The Delhi Film Fund shall be endowed with an initial grant of INR 30 Crores.

## **15. Points and Subsidies**

- 15.1** The Film Development Cell shall act as the Nodal Agency for providing incentives for feature films/TV Series/Web series and OTT projects and any other feature films/documentaries as per the provisions of the Policy.
- 15.2** Ad films and TV commercials would not qualify for the points and subsidies.
- 15.3** Film makers must take the CBFC certifications, for theatrical release of films.
- 15.4** For OTT release, the project must be released on any of the following OTT platforms like Netflix, Amazon Prime, Zee 5, Sony liv, Disney hotstar, Voot, MX Player, ALT Balaji. This list would be revised from time to time in the operational guidelines.
- 15.5** If only the pilot of a web series or web film is shot in Delhi, production agency will not be eligible for the subsidy.
- 15.6** For all shoots, only qualified below the line budget will be entertained for subsidy.
- 15.7** Delhi Tourism will release the subsidy amount to the film producer within 90 days, after the film release.
- 15.8** Eligible crew includes make-up artists, costume designers, hairdressers, set designers, electricity and lighting technicians, spot boys, assistant directors, and any other relevant role decided by the Film Development Cell.

**15.9** Qualified Below The Line Production Cost includes expenditure related to pre-production, production incurred for and during filming/shooting and post production, borne in Delhi by the Film Production Agency.

**15.10** Eligibility for subsidies starts from date of notification of Delhi Film Policy 2022.

**15.11** Subsidies shall be granted, based on the number of points earned on a scoring system as defined below:



**a. Point Allocation for Indian/Foreign Productions:**

No.	Category	Criteria	Points	Max. achievable points
1.	Films set in the context of Delhi	Screen time of Delhi locations (coverage of Delhi):  >75%  51%- 75%  25%-50%  5%- 25%  <5%	10  8  6  4  2	10
2.	Number of shoot days in Delhi	Minimum 5 days 5 – 20 days above 20 days	1 5 10	10
3.	Delhi based skilled crew and support resources.  Requirement: Voter card of Delhi	No. of local crew employed  >75%  51%- 75%  26%-50%  5%- 25%  <5 %	10  8  6  4  2	10
4.	Qualified Below The Line* Production Cost borne in Delhi	>100 cr 50- 100 cr 20-50 cr 10-20 cr 5-10 cr 5cr	10 8 6 4 2 1	10

\* Detailed operational guidelines will cover the qualified below the line production cost

**b. Additional Point Allocation for Foreign Productions**

No.	Category	Max. achievable points
1	Production Agencies registered in sister cities of Delhi	2
2.	Partnership with a Line producer / production service company based in Delhi	2

**c. Subsidies to be Granted**

- Subsidies to Indian films including all regional films and foreign films will be based on the points scored in the scoring system. The maximum achievable points are 40/44 (depending on Indian/foreign film production) and minimum eligible points are 20.
- Eligibility for subsidies starts from date of notification of the Delhi Film Policy 2022.

No.	Criteria	Score Range (40-36) (44-36)*	Score Range (35-31) (35-31)*	Score Range (30-26) (30-26)*	Score Range (25-20) (25-20)*
1	1 <sup>st</sup> film of production house shot in Delhi	25% subsidy	20% subsidy	15% subsidy	10% subsidy
2	Incentives for returning producers	25% subsidy	20% subsidy	15% subsidy	10% subsidy
3	Debut film of production house	15 % subsidy	10% subsidy	8% subsidy	5% subsidy

\*score range for international productions

The maximum cap on the overall subsidy is Rs. 3 cr.

## **16. Delhi Film Card**

- 16.1** Delhi Film Card shall be introduced to offer special deals and packages to film makers/production agencies. The Delhi Film Card shall offer a package of discounted services viz. travel within Delhi, logistics, accommodation and security i.e. personnel management at Delhi locations. Operational guidelines of the packages shall be implemented by the Film Shooting Promotion Cell of Delhi Tourism.
- 16.2** The Delhi Film Card will be available to filmmakers and film production agencies initially for a period of one year, which can be renewed from time to time. Operation guidelines will cover the details.
- 16.3** The initial Cost of Film Card will be Rs.1.00 Lakh which may be renewed every year.

## **17. Fees & Deposits**

- i. Standardized fee slabs shall be fixed for shooting at all identified film locations in Delhi to be decided after consultations with all agencies and authorities.
- ii. Fees shall be rationalized for different types of films such as commercial films, short films, web series, TV shows, documentaries and OTT Projects.
- iii. Efforts shall be made for expediting refunds of security deposits by stakeholder agencies, wherever applicable and shall be granted within one month of receipt of application.

## **18. Safety & Security of Film Units**

- (i) DTTDC shall guide film makers and producers shooting in Delhi on security requirement

- (ii) Civil Defence Volunteers (CDVs) specially trained in personnel management shall be provided to film units on their request. Details will be covered in operational guidelines. However, law and order and traffic duties remain with Delhi Police, as per approval granted by them.

### **19. Development of Shooting Locales**

- i. All stakeholder agencies shall make efforts to enhance the development of film shooting locales and related infrastructure such as heritage sites, civic infrastructure, parks & gardens, roads, railway stations & carriages, metro stations & trains etc. This would include implementing separate and reduced rates for film shooting compared with rates charged for commercial events
- ii. DTTDC shall identify and catalogue promising shooting locations along with Delhi government and private stakeholders
- iii. Locations unique to Delhi and government infrastructure will be promoted as potential film shooting locations depending on concept of the film.

### **20. Lodging & Transport Facilities**

- i. Hotels and guesthouses in various budget ranges shall be invited to empanel themselves with DTTDC
- ii. Film units shall be offered boarding and lodging at special rates at DTTDC empanelled guesthouses and hotels for the duration of their stay
- iii. DTTDC shall facilitate film units for transportation of their film crews to travel from the place of accommodation

### **21. Compendium of Filmic Resources**

DTTDC shall develop a compendium of filmic resources highlighting the details of leading historic, religious and cultural sites located in Delhi, which are attractive and have filming

potential. The compendium shall be widely circulated to promote Delhi as a leading film-shooting destination.

## **22. Use of Local Talent and Skill Development**

- 22.1** The Film Shooting Promotion Cell shall maintain a list of crew and support resources including make-up artists, costume designers, hairdressers, set designers, electricity and lighting technicians, spot boys, assistant directors, and any other relevant role based in Delhi. The Cell will regularly share the database with film directors and production houses. It will also be displayed on the DTTDC website.
- 22.2** Filmmaking courses such as cinematography, acting, screenplay writing, directing, editing and others may be introduced as degree/vocational courses in Delhi Skill and Entrepreneurship University (DSEU) and other institutes in affiliation with reputed national and international film making institutes.
- 22.3** Internships with film crews for students of film making courses shall be arranged.
- 22.4** Annual scholarships will be provided for 100 talented and qualified candidates to enrol at film making and related courses at leading training institutes such as Film & Television Institute of India, Pune and Satyajit Ray Film, Television Institute, Kolkata and National Institute of Design, Ahmedabad etc. Application fees for enrolment of the same will be reimbursed to the selected candidates.
- 22.5** Development of new National Level Institutes offering filmmaking and other industry specific courses shall be explored.
- 22.6** MOU/ Tie-up with leading institutes such as NSD, and FTTI, NID among others, shall be explored for setting up their campuses in Delhi.
- 22.7** Start-ups in film technology, AVGC (animation, visual effects, gaming & comics), graphics and related fields shall be promoted.

- 22.8** Regular promotion of make-up artists, costume designers, hairdressers, set designers, electricity and lighting technicians, spot boys, assistant directors to the film fraternity across the country.

### **23. Marketing & Promotion**

DTTDC shall take steps to promote and market Delhi as a world-class film shooting destination for various contents such as Feature Films, Web Series, TV Series, Documentary Films by using various mediums such as:

- a. Include film tourism as a product in branding Delhi Tourism and any other promotional campaigns
- b. DTTDC will participate in tourism fairs and expos, film festivals and other such platforms to promote Delhi as a film shooting destination
- c. If any film, TV show or web series glorifies the culture and heritage of Delhi and promotes its tourist places, DTTDC shall display promotional material of the film, TV Series, Web Series, Documentary Films at its tourist locations in consultation with Film Production agency and location specific stakeholder on payment of a premium fee.

### **24. Leading Digital Revolution**

- a. DTTDC will explore partnerships with Over-The-Top (OTT) platforms, TV shows and digital content producers etc. based in Delhi. DTTDC shall promote tourist packages based on the locations shown in the films as part of their promotional activities and market the locations to tourists and film makers.
- b. Familiarization tours shall be offered to and organized for OTT content creators, digital content producers and TV series producers where DTTDC shall assist in offering logistical support for film production agencies.
- c. For Over-The-Top (OTT) projects, Web Series, Television serials / shows, Documentary etc., the decision for providing benefits under this Policy, shall be taken by the 'Film Development Cell', as mentioned in the Policy, along with the Rules and

Guidelines of Ministry of Electronics and Information Technology, Government of India, dated 25th February, 2021, called as the Information Technology (Intermediary Guidelines and Digital Media Ethics Code), Rules 2021.

## **25. Delhi International Film Festival (DIFF)**

- i. DTTDC shall organize Delhi International Film Festival annually as a platform to promote Delhi as a preferred filming destination. Film-fraternity from across the country and globally, will be invited to the Festival. Various promotional activities may be undertaken by DTTDC to promote Delhi International Film Festival.
- ii. DTTDC shall encourage and promote on its website and social media various film societies and clubs to inculcate a film culture in Delhi
- iii. DTTDC shall participate in various national and international events, conferences to promote Delhi as a Film Shooting destination
- iv. DTTDC shall create short documentaries/promotional videos and screen them at various national and international film festivals and tourist expos as well as on digital platforms.
- v. DTTDC shall encourage the film-fraternity's participation in various activities and initiatives undertaken by Delhi to promote film industry in Delhi
- vi. DTTDC shall create a comprehensive social media strategy to promote film industry, increase engagement and diversify audience.

## **26. Delhi Film Excellence Awards (DFEA)**

DTTDC would establish DFEA to acknowledge, honour and celebrate people who contribute to the growth and excellence of the Delhi Film Industry. These awards shall be announced annually to celebrate excellence in artistic and technical cinematic pursuits. These annual film awards for films filmed in Delhi will encourage film shooting and promote Delhi on the global film landscape. The awards will have special categories to recognise the contribution of creative, technical, artistic, and support staff including

producers, directors, actors, cinematographers, writers, sound and light technicians, makeup artists, costume designers, spot boys, logistical support staff and any more as advised by the Film Advisory Board.

## 27. Partners in Growth

An initiative called 'Partners in Growth' shall be undertaken by DTTDC to enable the formation of partnerships that will help the industry grow and achieve new laurels. These partnerships shall have two verticals: *Get Connected and Get Engaged*.

- i. **Get Connected:** Partnerships and connections shall be forged with bodies, members and experts belonging to the film fraternity in India and abroad. These may consist of film agencies, producers, directors, writers, actors and any other personnel involved in film making processes. These partnerships or connections shall be formed with the goal of exchanging new ideas, developing programs for building up the various facets of the film industry and above all, branding Delhi as an integral part of the Indian and global film fraternity.
- ii. **Get Engaged:** Outreach programs and activities shall be conducted for members of the audience including youth, cinema connoisseurs, film critics, bloggers, reviewers, social media influencers. These activities shall foster increased engagement between the Delhi film fraternity and the end consumers of the cinematic products that are offered by Delhi.

## 28. Prohibition of Piracy and Illegal Exhibition of Films

The film industry has been badly affected by Piracy and the Illegal Exhibition of Films through various communication mediums. Delhi Government is committed to protect the viewer's right of watching certified and quality films. The laws, related to checking piracy and the illegal exhibition of films, will be strictly implemented.

## 29. Operational Guidelines

These will be issued separately for implementation of the Delhi Film Policy 2022.

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