

Media Talk Back

SPECIAL EDITION
JULY

CINEMATIC TOURISM IN INDIA



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MESSAGE FROM THE CHAIRMAN

“

MESC is a new revolution & evolution to the whole education system of India with full emphasis for skill-based education rather than memory based education. It's one of the finest initiatives by the Govt. of India and I'm proud to be associated with MESC with a serious responsibility to develop a new generation of skilled man in every field. It is especially important in our sector of Media & Entertainment, to explore & think beyond obvious. I'm humbled & thankful to everyone who has entrusted me with this great responsibility of taking the council in the right direction for the next generation and I am sure that we have a good team to achieve our targets at the earliest.”

SHRI. SUBHASH GHAI
Chairman, MESC

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FILM SHOOTING IN INDIA

CONCEPTS & BENEFITS



The Indian film industry is one of the fastest growing sectors in the country today and has grown from INR 155.5 billion in 2017 to INR 174.5 billion in 2018, representing a growth rate of 12.21%.

1. Over the years, the industry's revenues have grown significantly and the projected size of the industry is estimated to reach INR236 billion by 2021.

2. The Indian film industry is one of the largest producers of the cinematographic films in the world with an annual certification of 2,336 films during FY15-16. Cinema has always been a popular vehicle for dissemination of culture, education and leisure. However, given the impact of cinema on behavioral changes on audiences, it has in recent years emerged as an influential tool for the devel-

opment and promotion of destinations. Film tourism describes the effects that cinema can have on our travel decisions as they inspire people to experience the screened places first hand. Not only is cinematic tourism an excellent vehicle for destination marketing, it also presents new product development opportunities, such as location tours, film museums, exhibitions



and the theming of existing tourist attractions with a film connection. Several destinations have gained in terms of tourist influx by being the venue/ location of popular domestic and international cinema. 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 contrib-

ute to the overall economic development of the respective destination.

India, in addition to being one of the leading film producing countries with the filming community spread across various regions of the country also offers a diversity of landscape and locations in the different states/ union territories, making it an appealing

destination for production of both international and domestic films. The table below is a compilation of prominent Indian and international films partly/ completely shot in India.



Sr. no.	Name of the film	Domestic / International production	Location
1	Eat Pray Love	International	Delhi and Pataudi
2	Slumdog Millionaire	International	Mumbai
3	Mission Impossible 4	International	Mumbai
4	The Dark Night Rises	International	Jodhpur
5	Life of Pi	International	Pondicherry and Kerala
6	Octopussy	International	Udaipur
7	Jobs	International	Delhi and Vrindavan
8	The Best Exotic Marigold Hotel	International	Jaipur and Udaipur
9	The Bourne Supremacy	International	Goa
10	Zero Dark Thirty	International	Chandigarh
11	3 Idiots	Domestic	Ladakh
12	Dil Chahta Hai	Domestic	Goa
13	Jab We Met	Domestic	Punjab
14	Rang De Basanti	Domestic	Delhi and Punjab
15	Munna Bhai MBBS	Domestic	Maharashtra
16	Bajrangi Bhaijan	Domestic	Delhi
17	Ramleela	Domestic	Gujarat
18	Lagaan	Domestic	Gujarat
19	Krish 3	Domestic	Telangana
20	Ra One	Domestic	Telangana

Indian film industry is the biggest in the world in terms of the number of films produced with around 1,500 to 2,000 films produced every year in more than 25 languages.

The Indian film segment grew 27% to reach INR 156 billion in 2017 on the back of box office.

Growth - both domestic and international movies

It is set to reach INR 192 billion by 2020 i.e. an annual growth rate of 7.5 %

The Hindi films popularly known as Bollywood comprises the majority component of the Indian segment.

They contribute almost 40% of the net annual domestic box office (BO) collections

Films in 29 other Indian languages for approximately 75% of the films released, contributing approximately 50% to the annual domestic box office collections'.

Baahubali, a Telugu-language film, became the highest grossing film within India and also highest grossing Indian film globally with gross box office collections of INR 19.75 billion.

100% FDI is allowed in Films.

DIRECT BENEFITS

There may be benefits which can be directly attributed to the production of the film in the locality and are as follows

Revenue generation due to direct spends on equipment hire, accommodation, leisure and travel expenses incurred during the period of film production in the locality

Employment generation on account of hiring of local talent such as technicians, artists and people with local know-how

Providing an impetus to the local film industry by training the local talent and providing exposure to new technologies and techniques

Technology transfers which enable the local talent to hone their skills and individually explore future opportunities for film production



INDUCED BENEFITS

Induced benefits Other than direct spends during production shoots, creative industries induce tourism in three ways:

CREATING AWARENESS

Showcasing virgin or less-known locations in films or television programs. For instance, Dudhsagar Falls, gained sudden popularity after the shooting of a sequence in the film Chennai Express. Hadimba Mandir in Manali was a laidback location until it was turned into a must-visit destination through iconic scenes from the movie Ye Jawani Hai Diwani.

PRESENTING A LOCATION IN AN ATTRACTIVE MANNER

Creating a memory or aspirational value in a location or attraction that would not have been present otherwise. For example, Jaipur, has always been famous because of its mesmerizing architecture and historical monuments. However, not all forts and structures of Jaipur could catch the attention of Bollywood as well as Nahargarh Fort could due to the sequence of the film Rang De Basanti shot here.

CREATING / SHAPING ATTRACTIONS

Actively creating attractions around themes from film / television content. Disney's theme parks and hobbit-themed hotels in New Zealand after the shooting of The Lord of the Rings are examples of this mechanism.

FILM SHOOTING IN INDIA



THE BOLLYWOOD IMPACT



NEW ZEALAND

New Zealand inked a co-production treaty with India in June 2011 in an attempt to gain from the Bollywood market, after realizing the benefits derived from various Bollywood films shot.



FRANCE

The French Government has set up Film France to attract international film shoots. It offers incentives such as refund of VAT on shoots by foreign film crews.



AUSTRALIA

The country expects its tourism industry to see a growth of more than 18% every year until 2016. The flow of Indian tourists to Australia increased by 20% from 2004–2006, especially after the success of Salaam Namaste.



CANADA

Canada also offers incentives to producers of film, television, animation and visual effects from India and has attracted many Bollywood producers, who have shot movies in the country.



SINGAPORE

The Singapore Tourism Board had allocated US\$10 million to Bollywood productions in 2006 for three years under its “Filming in Singapore” scheme, which subsidized up to 50% of the expenses incurred by film companies during their shoots in the country.



IRELAND

Ireland has been trying to attract Indian producers to shoot Bollywood movies in the country to give boost to its tourism industry, and has taken various steps to further its efforts— Ireland’s Minister for Arts and Tourism led a delegation to India and met senior Bollywood executives, asking them to consider Ireland as a filming location.



USA

Many US states such as California, New York, Michigan, Nevada and Utah offer incentives to film and television production companies from India.

Many Bollywood movies have been shot in the US including My Name is Khan, Kabhi alvida na kehna, Kal ho na ho, to name a few.



SWITZERLAND

Bollywood films such as Dilwale Dulhania Le Jayenge, Kabhi Khushi Kabhi Gham and Mujhse Dosti Karoge have all presented Switzerland attractively to Indian tourists.

Switzerland hosts around 150,000 tourists from India and large number of Bollywood movies are shot in the country every year.



FILM TOURISM AND INDIAN CINEMA

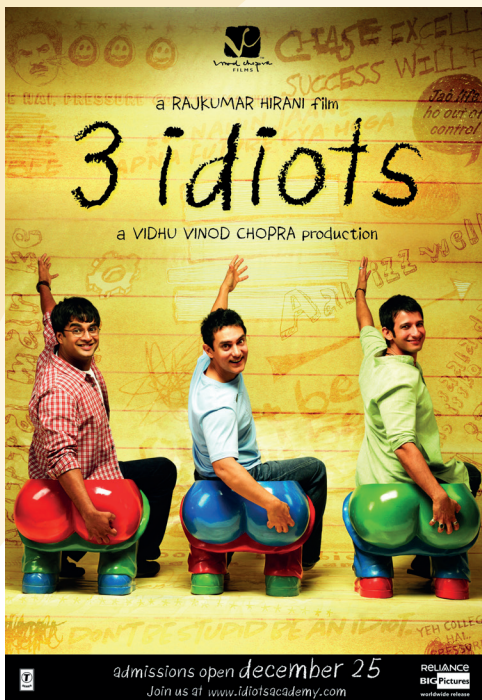


The advent of the 21st century witnessed the globalization of the Indian cinema. Today, Indian cinema has not only reached out to global audiences but has also found global acceptance. Indian cinema is now widely recognized across the world and has been part of screenings at major international film festivals. The overseas market also contributes a sizeable chunk to film industry's box office collections. Investments made by major global production houses also confirms that Indian cinema has made a mark for itself in the global film market. It has been noted that especially over the last couple of decades, an increasing number of tourists began to visit destinations featured through films, TV or any other similar way of visuals which are not directly related to tourism promotion campaigns. Post liberalization of the Indian economy in 1990's, people from various segments of the society started going abroad for short term and long-term leisure as well as non-leisure trips. At the same time, momentum to film abroad also picked up amongst the Indian film producers.

Besides portraying and boosting international destinations through films, Indian cinema has also played a major role in tapping previously unknown destinations within India. Film producers have increasingly stepped up their efforts to identify unique locations for filming their cinema, resultant-ly popularizing such destinations as "must visit" places in the minds of the Indian travelers.

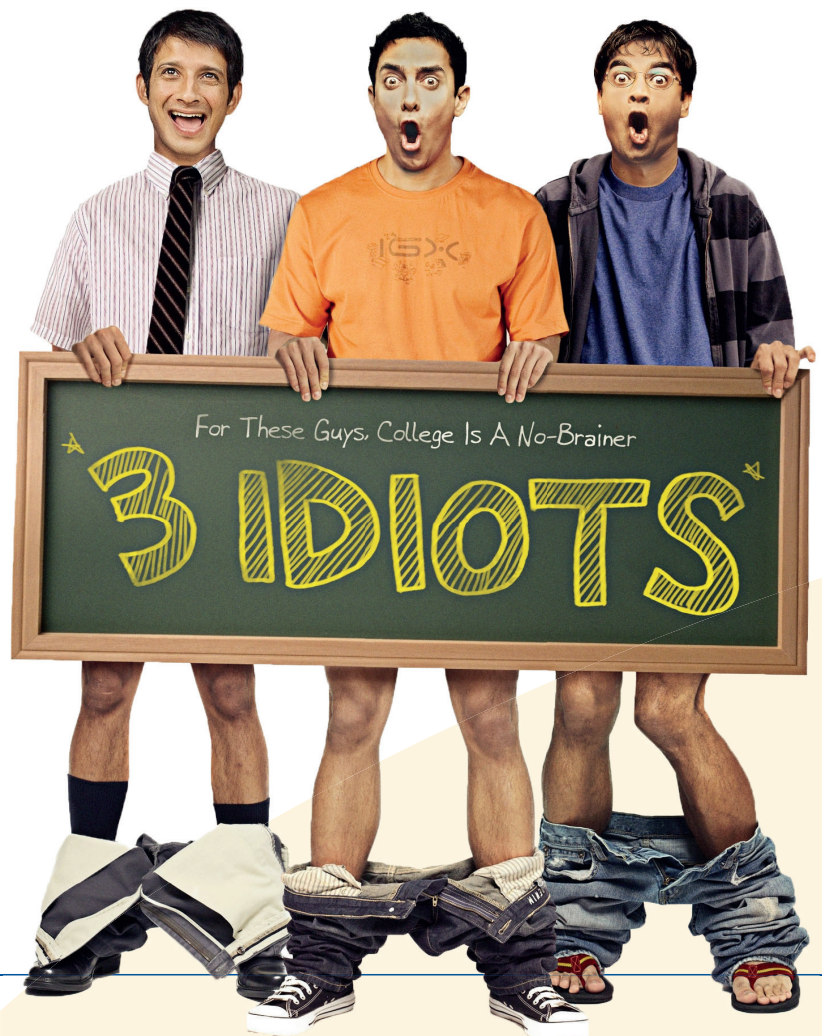
According to Aashish Singh, CEO, Motion Pictures Balaji Telefilms Ltd., "In the past we have seen the impact of Mr. Yash Chopra's films on the tourism to Switzerland and more recently the impact of tourism to Spain from India due to the film Zindagi Na Milegi Dobara. The tourism bodies worldwide have now recognized the role of Indian films in boosting tourism so have started giving huge rebates and help during marketing of the films. Recently Abu Dhabi and Austrian tourism authorities played a huge role in facilitating and subsidizing the costs of the shooting of Tiger Zinda Hai in their respective countries thus substantially enhancing the profits of the film."

IMPACT OF 3 IDIOTS ON TOURISM IN LADAKH

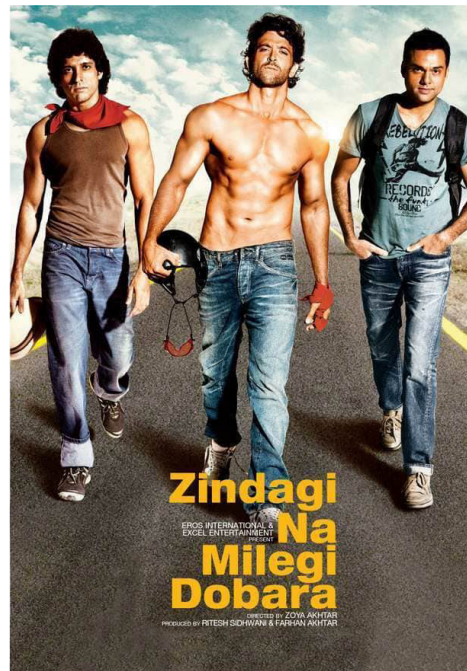


Several restaurants and cafes in the area have been named after the movie and its characters. Tourist arrivals in Ladakh grew to 2.4x the average number prior to the movie's release and continue to grow even after nine years since the theatrical release of the film.

The climax scene of the movie was shot on the banks of Pangong Tso Lake in Ladakh, in the State of Jammu & Kashmir. Pangong Tso is a scenic mountain lake, at a height of 4,350 metres above sea level and can be reached after a five hour drive from Leh (capital and entry point to Ladakh) over rough and dramatic mountain roads. As a consequence of the movie, the popularity of Pangong lake soared. Props such as the mustard-yellow scooter used by the lead actress in the movie and life-size cut-outs of the lead actors can be seen on the banks of the lake.



IMPACT OF ZINDAGI NA MILEGI DOBARA ON TOURISM IN SPAIN



The film features three friends on a pre-marriage road trip across Spain and includes scenes at the Tomatina festival in the town of Buñol and the San Fermín bull-running festival in Pamplona. With scenes also set in Barcelona, Seville and the beaches of the Costa Brava, the film was the first major Indian production to be shot extensively in Spain. It was also the highest grossing Bollywood film of 2011. There was an immediate impact in the number of people requesting entry visas to travel to Spain.

The year after its release 60,444 Indians visited Spain 5, nearly double the 2011 figure, according to the industry and tourism ministry. In 2015 the number had risen to 85,000. Spain and India signed a film co-production agreement in 2012, a year after Zindagi Na Milegi Dobara was released.

"As filmmakers we try to shoot in interesting new places to provide audiences with new experiences, which often has a symbiotically positive impact on the tourism to the countries we shoot in. For example, our film Zindagi Na Milegi Dobara was shot almost entirely in Spain and introduced Indian audiences to Spanish culture and society. Following the release of the film, the Spanish Government awarded the team behind the film high level decorations and reported an increase of Indian tourists by 30% - several locations we shot at have become popular tourist hotspots. Such an effect can only become greater with increased filming initiatives by Government authorities and greater co-operation between filmmakers and tourism boards."



Kassim Jagmagia

Associate Producer
Excel Entertainment Pvt Ltd

"Indian cinema's spectacular influence in driving outbound tourist traffic to countries in Europe and USA is well documented. The national tourism boards of these countries recognize the power cinema exerts in lives of Indians and how its larger than life narrative influences their decisions while choosing their holiday destinations. This has enabled them to encourage Hindi and regional film industry captains to shoot in their countries by offering them rebates, subsidies. Local support and unexplored locales. Even though our country has some of the most stunning places in the world, we are yet to see most of them on the big screen. In recent past the Govt of India and the state governments have woken up to the importance of using cinema as a tool to drive inbound and outbound tourism but a lot still needs to be done in ensuring that we have faster, smoother -one window / one desk approval system and clear cut subsidies/rebate structures in place that can encourage and entice film makers in all the states. This will also help international film production companies to look at India as a go-to destination to shoot. If cinema becomes the centerpiece of India's soft power diplomacy and we have policies that are shaped around it- there is no reason why what we cannot repeat in our country what Indian film industry has achieved for countries abroad i.e. make them hot spots of tourism!"



Vivek Krishnani

Managing Director
Sony Pictures
Entertainment India

"A location becomes famous when it has been embraced with the local flavour/ culture. 3 Idiots was a perfect example. Its been 9 years since its release and since then, the tourism in Leh has quadrupled year on year. Restaurants have been named after the movie and Rancho (character of Aamir Khan). Pangong lake has a few photo ops locations where tourists take home a memorable pic with the props of 3-Idiots (bum chairs, scooter). The then Chief Minister had gone on record to state that we do not need to promote tourism in Leh region as 3 Idiots has done it"



Sanjiv Kishinchandani

Executive Producer
Rajkumar Hirani Films Pvt Lt

CENTRAL GOVERNMENT SCHEMES AND POLICIES



The Ministry of Information & Broadcasting, Government of India, set up the Film Facilitation Office (FFO) in the National Film Development Corporation (NFDC) with a view to promote and facilitate film shootings by foreign filmmakers in India. It acts as a single-window facilitation and clearance mechanism that eases filming in India, as well as endeavoring to create a film-friendly ecosystem and promoting the country as a filming destination. In the interim budget for 2019-20, it was announced that the single window clearances facility provided to foreign filmmakers shall be extended to Indian filmmakers as well. Further it was decided that more reliance shall be placed on self-declaration for fostering entertainment industry. The institution of the “Most Film Friendly State” Award, which was won by the state of Gujarat in 2015, the state of Uttar Pradesh in 2016 and the state of Madhya Pradesh in 2017, is a unique initiative in this direction.

NEW CATEGORY OF FILM VISAS

Introduction of New category of visas for Foreign Film Makers coming to India for a period of One year with multiple entries.

NATIONAL FILM HERITAGE MISSION (NFHM)

NFHM is spread over a period of seven years from FY 2014-15 to FY 2020-21 for regular monitoring with an aim to restore, digitize and archive films and film material through National Film Archive of India.

FISCAL INCENTIVES

Basic custom duty is reduced to NIL on digital still image video camera with certain specification INR 5000 million is allocated in budget of 2015-16 for promulgation of ‘Digital India’ programme and a national rural internet and technology mission.

INTERNET ADVERTISEMENT POLICY OF DAVP

Empanelment of suitable agencies and Rate fixation for advertisements on website are the key highlights of the New Policy Guidelines issued on 24.05.2016 for Central Government advertisements on online platforms (Google, Yahoo etc.). Further cross checking of Unique Users (UU per month) are key parameters notified in the policy.

TOP 10

BOLLYWOOD FILMING LOCATIONS IN INDIA ALL FANS MUST VISIT



Bollywood filmmakers have the amazing ability to take us viewers on a journey around the world through their specially curated choices of filming locations. While Europe and the USA are highly popular regions, some of the most beautiful shooting spots are located in India itself! From rugged mountains to rustic palaces, India hasn't failed to dazzle and enthrall us

through the big screen.

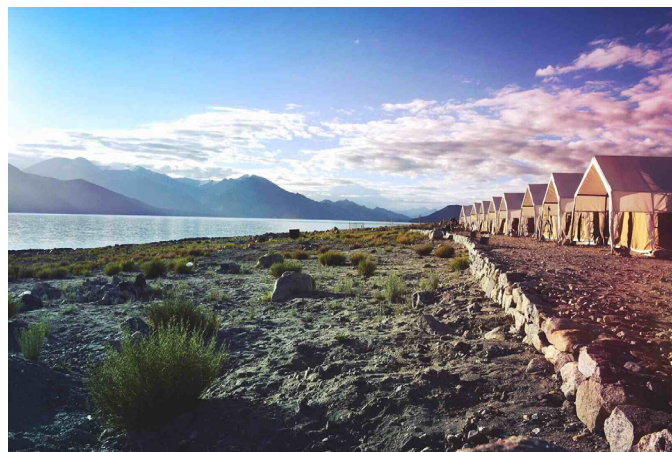
So if you're an avid Bollywood fan and have always pictured yourself as a superstar in your favourite movie scenes, this is your golden chance to do just that. Head to these ten stunning locations in India and live your Bollywood dream!



THE GOLDEN TEMPLE

Amritsar, Punjab

With its top half made purely from gold, the legendary Golden Temple is almost synonymous with Amritsar. This awe-inspiring temple is the holiest shrine in the Sikh faith, and it is part of the larger gurdwara complex known as Harmandir Sahib. Pilgrims from all around the world come to Amritsar to bathe in the sacred body of water surrounding the glittering shrine. The water is believed to have healing powers, and it is no wonder that this location is known as India's most spiritual site! The iconic Golden Temple was featured in the movie *Rab Ne Bana Di Jodi*, during the sad version of the song "Tujh Mein Rab Dikhta Hai". It was here that Taani (Anushka Sharma) realised she saw God in Raj (Shah Rukh Khan), beautifully portraying the divine aura of this location. Truly, it was a scene that brought tears to many Bollywood fans!



PANGONG TSO LAKE

Ladakh, Jammu & Kashmir

The awe-inspiring Pangong Tso Lake spans 150km from India to Tibet, and it is one of the largest saltwater lakes in Asia. Possibly disguising as a painting straight out of a museum, Pangong Tso will wow you with the deepest shades of azure blue and a sandy, snow-brushed mountain backdrop. The allure for this amazing location first started when it appeared in the romantic thriller film *Dil Se* in 1998. But most would remember the Pangong Tso Lake in Ladakh as the setting for the final scene of the 2009 hit movie *3 Idiots*, where Kareena Kapoor meets Aamir Khan in her bridal outfit. Oh, and how can we forget our heart-throb Shah Rukh Khan riding through Ladakh during the opening scene of *Jab Tak Hai Jaan*? Ladakh is a popular destination amongst bikers for road trips. In fact, it is the least populated state in India and its isolation makes it one of the best stargazing spots in the world.



5

KERALA Munnar

Did you know that Munnar used to be the summer resort of the former British Government in South India? This picturesque hill station is located in the Idukki district of Kerala, and it sits at the confluence of three mountain streams. Imagine waking up to such views, with the Arabian sea on one side and the Western Ghats on the other!

Munnar is known for its verdant tea plantations as well as its wildlife sanctuaries which are home to exotic and rare species of animals. While you are there, remember to pamper yourself to an invigorating Ayurvedic massage.

The song "Kashmir Tu, Main Kanyakumari" from the Bollywood movie Chennai Express would definitely have gotten you dancing on your feet. This popular song was filmed in the town of Munnar, with some scenes shot at the tea estates. It's no wonder why every spot that Shah Rukh Khan visits becomes an attraction overnight!



6

HUMAYUN'S TOMB, RED FORT, QUTUB MINAR Delhi

The Qutub Minar is one of the finest ancient monuments of Delhi erected by the sultans of Mehrauli. The finest craftsmen and artisans were brought in to erect this tower to celebrate the triumph of the Muslim rule. And did you know that the foundations of the Red Fort contain the decapitated bodies of prisoners?

It may look similar to the Taj Mahal, but this building is actually Humayun's Tomb. This attraction features a blend of Persian and Mughal elements while following strict rules of Islamic geometry – architecture students, do take note!

The city of Delhi boasts multiple locations that have piqued the interest of top filmmakers. The first half of the romantic thriller film Fanaa features amazing attractions like Purana Qila, Humayun's Tomb, Qutub Minar and the Red Fort. And not to forget the song "Chand Sifarish" that captured all of our yearning hearts – it was filmed at these very locations!



AMBER FORT Jaipur, Rajasthan

Built from yellow and pink sandstone, this expansive and magnificent fort is made up of a gigantic palace complex which houses the Amber Palace (Sheesh Mahal). Declared a UNESCO World Heritage site, the grand and opulent palace was once the residence of the royal family.

Jaipur has the ideal blend of history, nature, colours and architecture, and it is no doubt a favourite filming location amongst top Bollywood directors. Also known as the Pink City, Jaipur is the largest city in Rajasthan and it boasts numerous architectural wonders like the City Palace and Hawa Mahal. Mastani's (Deepika Padukone) magical song sequence "Mohe Rang Do Laal" from the cinematographic marvel Bajirao Mastani was filmed at the majestic Amber Fort in Jaipur, Rajasthan. Even most parts of the epic film Jodha Akbar was filmed here. Isn't this already compelling enough for you to visit this prominent attraction? Don't forget to glam up for your own Deepika-inspired Instagram photoshoot!

8

THAJIWAS GLACIER Sonamarg, Jammu & Kashmir

The locality of Sonamarg, which means "Meadow of Gold", is located in the state of Jammu and Kashmir, and it can be easily accessed from the main town of Srinagar by car. The Thajiwas Glacier offers a multitude of things for you to do – hire a pony and trek to the glacier, try your hand at trout fishing at the Sindh River, or just take in the sights of the alpine beauty!

You surely would remember the climactic final scene from the movie Bajrangi Bhaijaan, where Bajrangi (Salman Khan) and Munni (Harshaali) finally reunite with Munni's family. That scene was filmed at the Thajiwas Glacier in Sonamarg, against the backdrop of snow-capped mountains.



SARKHEJ ROZA

Ahmedabad, Gujarat

The historic complex of Sarkhej Roza comprises a mosque, tomb and palace dedicated to the memory of a famous Sufi saint, Ahmed Khattu Ganj Baksh. This rustic spot was built in the mid-15th century and it features Islamic stylistic influences from Persia, fused with Hindu craftsmanship and Jain features.

The celebratory song sequence of “Udi Udi Jaye” from the romantic action film Raees was filmed at Sarkhej Roza in Ahmedabad. This film was Pakistani actress Mahira Khan’s Bollywood debut, and we all can agree she acted really well alongside Shah Rukh Khan!



10

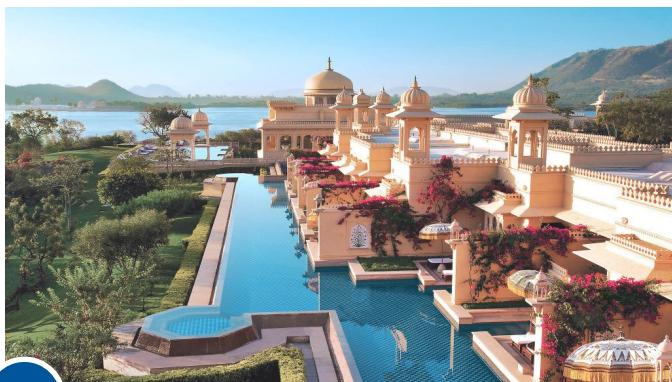
ROHTANG PASS

Manali, Himachal Pradesh

Located at an altitude of about 13,000 ft, the Rohtang Pass is the gateway to the Lahaul and Spiti Valley in Himachal Pradesh and is located on the Manali-Leh highway. The area is open to visitors only from April to September after permission is given by the Indian Army. Many adventure seekers come here on a day trip to ski and enjoy the panoramic views.

We would all remember Geet (Kareena Kapoor) joyfully singing “Yeh Ishq Hai, Jannat Dikhaaye” while flailing her arms out of the jeep that Aditya (Shahid Kapoor) was driving. That catchy song sequence from Jab We Met was shot at Rohtang Pass.

Bollywood is indeed a powerful thing that unites fans from all over the world. Yes, the movies are lengthy, but they give us a three-hour escape into a different world where we can forget about our worries. These movies would have made you fall in love, scream in fear or laugh out loud – so why not relive those moments by heading to these ten spectacular locations on your next trip!



11

THE OBEROI UDAIVILAS Udaipur, Rajasthan

The Oberoi Udaivilas is one of the most unique luxury hotels in India. Located on the picturesque bank of Lake Pichola, this establishment sits on the two-century-old hunting grounds of the Maharana of Mewar and spans a massive 50 acres! What's more, the premises also house a 20-acre wildlife conservatory.

The resort aims to recreate the ambience of a royal residence, complete with intricate artefacts and dome structures, marble pavilions and carefully manicured courtyards. Staying here would make you dream of having your own dream destination wedding or honeymoon.

The Oberoi Udaivilas in Udaipur is such a gorgeous establishment that it had to be added to this list. The movie *Yeh Jawaani Hai Deewani* was an iconic movie that made people take notice of Udaipur. Remember Aditi's (Kalki Koechlin) big fat Indian wedding and the melodious song "Kabira"? Those scenes were beautifully shot here!



12

ATHIRAPALLY AND VAZHACHAL FALLS Thrissur, Kerala

The Athirapally and Vazhachal Falls are twin waterfalls located in the picturesque Thrissur district in Kerala. In fact, Athirapally Falls is the largest waterfall in the whole of Kerala, and is also known as the Niagara Falls of India!

Although this spot is named Vazhachal Falls, it is actually a river cascading over rocks, creating a waterfall-like effect. The area is also a popular picnic spot amongst the locals, so grab some hearty Indian food from the town of Chalakudy before heading there.

Several Bollywood, Malayalam and Tamil films have been filmed here, with notable ones being the blockbuster movie *Baahubali*. Many scenes from the movie were shot at both the falls, including the scene where *Baahubali* transports the deity's statue.

SUGGESTIONS FOR PROMOTING FILM TOURISM



To achieve the ultimate objective of transforming film locations into tourist destinations it would be pertinent to lure film productions to such locations. Accordingly, the suggestions to transform filming destinations to tourist destinations have been stated keeping in mind the below objectives

38: Simplify – the administrative process
Incentivize – film productions in the location
Promote – filming at the location.

Simplifying the administrative process
Setting up a single window clearance facility for all filming permissions
Filming in majority of the Indian states involves seeking permissions and approvals from various government functionaries. Accordingly, to attract foreign and domestic filmmakers, it

is pertinent that a single window clearance mechanism is implemented to provide all necessary approvals under a single roof. This may protect the producer from running pillar to post and in turn ensure a hassle-free filming experience. Setting up of online portal by state government

A state-level online portal will provide information (such as permits required, production resources available, etc.) to filmmakers (local and international) intending to shoot or produce at a location in the state. The responsibility of operating and maintaining such an interactive online portal, at the state level might be placed on the Ministry of Tourism. The state should earmark certain

locations for film shooting. The list of such earmarked location along with pictures, should be provided on such online portal. Such a step shall assist in attracting a filmmaker who is scouting for locations to visualize and finalize the location. Furthermore, for the ease of film shooting by foreign filmmakers, as well as domestic filmmakers, the Ministry of Tourism should also empanel certain line producers who would assist such filmmakers during the process of shooting of the film. The details of such empaneled line producers should also be available on the online portal.

NON-MONETARY ASSISTANCE

Apart from monetary assistance in the form of exemption from tax and cash rebates, many governments address other issues faced by production companies, e.g., clearances, approvals from various dignitaries, visa procedures, etc.

EQUITY INVESTMENTS IN FILM PROJECTS

To provide financial stimulus to film producers with budget constraint and to boost film production in a nodal body setup for the said purpose could purchase equity in the film. Equity investment in the film could be subject to the following conditions:

- 60% to 70% of the film is shot in the state
- Joint review of the script, storyline and star cast by the producer and nodal body
- Use of local talent for production of the film
- Setting up of a separate legal entity in the state and bifurcation of the equity between producer and state in the proportion of the investment made.
- Audit of accounts and distribution of profits made by the film through its exploitation over various mediums Equity investment would encourage local producers to produce films without the financial burden of raising funds by taking debts.

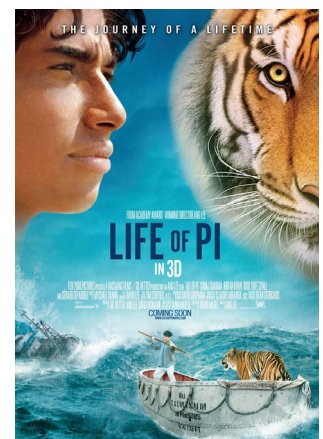
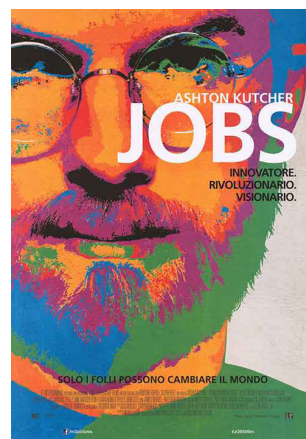
MARKETING AND PROMOTION TIE UPS WITH FILM/ TELEVISION PRODUCERS

State governments spend millions of rupees in marketing their state from a tourism point of view. Majority of these expenses are towards television commercials which run for short duration at periodic intervals on the television. Given this, the retention probability and in turn their effectiveness is limited and the ultimate objective of promoting the state as a tourist destination may not be achieved.

Films on the other hand are a more effective medium of communicating the message which the states want to convey. This is because a film tends to capture the focus of the audience and keeps the audience engaged for a longer duration. People find it easier to relate to films and co-relate places to films rather than television commercials. Also, the urge to imitate famous actors basis sequences/ shots featured in the films is a huge driving factor for a potential tourist in selecting his ideal vacation spot.



The state governments could enter into marketing tie ups and co-promotion agreements for films/ television series and digital series produced wholly or partially in the state. To participate in marketing of the film the state government could enter into a co-promotion agreement with the film producer for the marketing of the film.



PROMOTE FILMING DESTINATIONS



Soft measures by government for promoting filming destinations The following soft measures could be taken by the governments to promote the locations as attractive filming destinations:

- Setting up of film based theme parks like concepts of Universal Studios, Bollywood Theme Park (Dubai), Disneyland, etc.
- Organizing film festivals annually and using the platform to promote as a preferred filming destination
- Organizing award shows, film seminars and film societies to nurture the film culture amongst various social groups in the state
- Boosting the safety and security of the state by establishing help lines and compulsory registration of tourist guides operators, etc. to ensure safety of the tourists as well as the film crew. These initiatives may be highlighted by the states/ central government in various promotional campaigns to project India as a safe and secure tourist destination
- Inadequate basic infrastructure such as roads, inland water transport, air connectivity, etc. acts as the biggest hindrance to the Indian film tourism industry. There is an urgent need for investment in infrastructure linking roads, railways and airports, to curtail such hindrances and provide basis infrastructure support to film tourism



Media & Entertainment
Skills Council

IS INTRODUCING ITS JOB PORTAL

Where You Can Get
Access To The
TRAINED SKILL WORKFORCE

Benefits of Employer/Recruiter:

1

Free Registration*

2

Access to Skilled Manpower

3

Unlimited Job posting

4

Branding Opportunity & Many More

5

Easy Employer dashboard

6

Reach out to relevant candidates

7

Hire on a single click

For more details, visit www.apprenticeship.gov.in

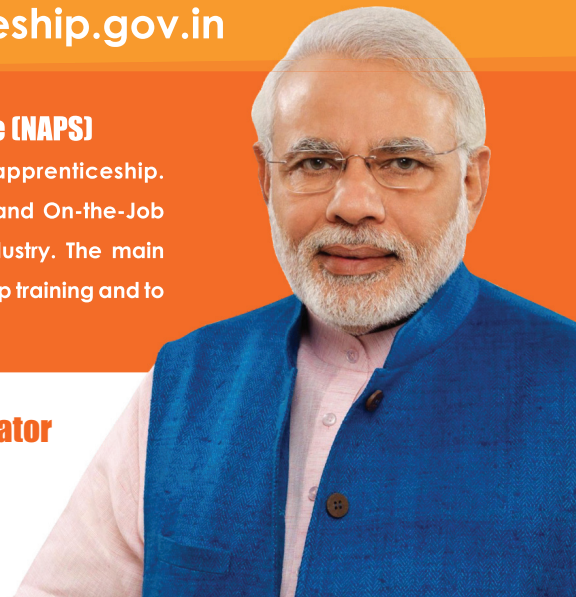
NAPS

NATIONAL APPRENTICESHIP PROMOTION SCHEME

National Apprenticeship Promotion Scheme (NAPS)

scheme of Government of India to promote apprenticeship. Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. The main objective of the scheme is to promote apprenticeship training and to increase the engagement of apprentices.

Animator | Roto artist | Printing Operator





MESC CORPORATE MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 1,000/-

MEMBERSHIP FORM

1. Name of the Organization _____
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Gaming ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication _____
5. Phone No _____ Email Id: _____
6. Website (If any) _____

Single Point of Contact (for Organizations)

- Name _____
- Designation _____ Landline No _____
- Mobile No _____ Email Id: _____
7. Segment of interest ☐ Instrumentation ☐ Automation ☐ Surveillance ☐ Communication (Broadcast)
8. Mode of Payment ☐ NEFT ☐ Cheque ☐ Cash

Signature

Name of the Bank: UNITED BANK OF INDIA
Bank Account Name: MESC
Bank Account Number: 359018039336
Contact: +91 11 49048335 | 49048336

Branch IFS Code: UTBI0TNM709



MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

MEMBERSHIP FORM

1. Full Name _____ Name of the Organization _____
2. Type ☐ Media House ☐ Animation/ VFX Studio ☐ TV, Film & Production ☐ Education ☐ Trainee ☐ Other (Pls specify)
3. Segment ☐ Small ☐ Medium ☐ Large ☐ Other (Pls specify)
4. Address for Communication _____
5. Phone No _____ Email Id: _____
6. Website (If any) _____

Signature



प्रधानमंत्री कौशल विकास योजना

**“Let’s make India the
Skill Capital of the World”**

- Shri Narendra Modi

Honourable Prime Minister

PMKVY(Pradhan Mantri Kaushal Vikas Yojna) is one of the biggest project led by MSDE(Ministry of Skill Development and Entrepreneurship). The goal is to skill a huge number of Indian youth by providing industr related skill training so that they can achieve a better livelihood. The Short Term Training imparted at PMKVY Training Centres (TCs) is expected to benefit candidates of Indian nationality who are either school/college dropouts or unemployed. Apart from providing training according to the National Skills Qualification Framework (NSQF), trainings for soft skills, entrepreneurship etc is also being on the list. Individuals with prior learning experience or skills shall be assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF.

JOB ROLES offered by MESC
under PMKVY (Pradhan Mantri Kaushal Vikas Yojna)



Media & Entertainment
Skills Council

EDITOR

ANIMATOR

ROTO ARTIST

HAIRDRESSER

SOUND EDITOR

MODELLER

MAKE-UP ARTIST

CHARACTER DESIGNER



Leading Media & Entertainment Training Partners



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MEDIA & ENTERTAINMENT SKILLS COUNCIL

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