

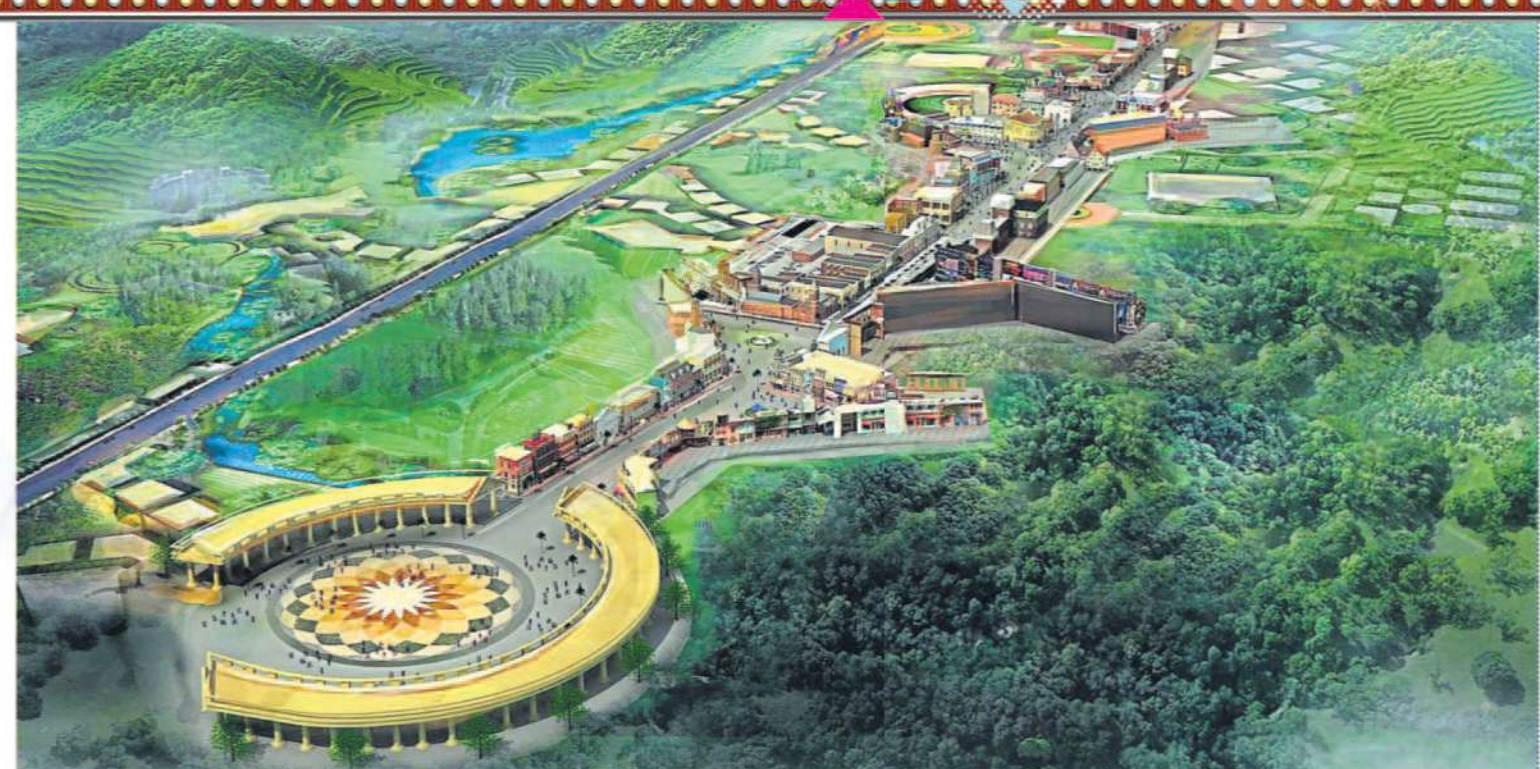


# Hindustan Times

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HINDUSTAN TIMES MEDIA MARKETING INITIATIVE

## U.P. EYES THE STARS



### LAND POOLING POLICY TO BOOST INDUSTRIAL GROWTH IN GAUTAM BUDDHA NAGAR

Uttar Pradesh Government orders industrial authorities to implement land pooling policy in areas around Noida, Greater Noida and Yamuna Expressway

The industrial bodies of Noida, Greater Noida and Yamuna Expressway Industrial Development Authority (YEIDA) have been ordered by the Uttar Pradesh Government to adopt and implement the land pooling policy for development rather than direct purchase of land from its owners. The objective being procurement of litigation free land and create a land bank and use it to attract investors in the region. This move is expected to boost growth in areas particularly in and around Greater Noida and Yamuna Expressway where a slew of projects including the Jewar International Airport and Film City are expected to come up.

The land will be acquired only after a committee, headed by the authority Chief Executive Officer, is satisfied with the proposal and they will only acquire it on the condition that the government will not be required to pay immediately. But, that they will develop the acquired

land and grant 25% of it to the original owner. Of this 25% land of the original owner, 80% would then be developed for industrial use, 12% for residential and 8% for commercial use. Also, the owner will be free to sell the whole share to anyone including the government. Besides this, the government will also pay a rent of Rs 5000 per month per acre till the owner gets the developed land. However, the owner is also required to develop these units or prefer to sell the land in a year else he will have to face the penalty.

**AN INVESTMENT OF Rs 5000 CRORE IS EXPECTED IN THE FILM CITY**

### FILM INDUSTRY WELCOMES THE PROJECT

The UP Film City, conceptualised to be at-par with Hollywood studios will be a dream-come-true for the film industry. Stars, filmmakers and artists have welcomed the idea of a mega Film City in UP with open arms

"Welcoming the proposal I suggest that the Film City should have a facility to train scriptwriters as it would rejuvenate the regional film industry."  
 — Paresh Rawal, Actor & Chairman, National School of Drama

"We can set up an entire Film City on the lines of what we had done in Mumbai. About 80 per cent of technicians and workforce in Mumbai film industry is from UP and after the industry in UP itself, the availability of manpower would never be a problem."  
 — Nitin Desai, Art director

"The Film City would not only create jobs for the youth of this region but would also add a new dimension to the tourism industry of UP."  
 — Manoj Joshi, Actor

"I was honoured to meet KV Vijayendra Prasad, who himself is an acclaimed writer and is SS Rajamouli's father, at the meeting. There were around 20 guests who were present physically, while others joined virtually. It was a great interaction with the CM where all of us shared our ideas for the upcoming film city project in Uttar Pradesh. "I think it is a matter of pride for all of us that a world class facility is being planned. I was happy to travel for the first time after lockdown for this."  
 — Kailash Kher, Singer

"We still do not have a good animation studio in India. We lag behind Hollywood in this respect, which has a big effect on the films in India. If the UP Film City can have that as well, it will be great."  
 — Soundarya Rajnikanth, Producer

"It's a great moral boost to the entertainment industry, especially the film and television industry. On behalf of the IFTDA and the Federation of Western India Cine Employees (FWICE), I thank Yogi for the initiative he has taken to build this huge film city, the biggest in the country, in UP. I assure Yogi that the industry, with its various organisations, technicians, producers and more, will stand by him in whatever support he needs."  
 — Ashoke Pandit, President of the Indian Film & Television Directors' Association (IFTDA)

"We have a film city in Hyderabad and in Mumbai, but there was nothing in the north. It is much-needed here, considering UP is a hot destination for film shoots. It will not just be for north India, but for people from all across India to come and shoot."  
 — Madhur Bhandarkar, Film maker

"It is a great beginning for an industry in the north. I always felt that there should have been an industry here, one that's of the Hindi-speaking belt. We discussed what this film city should have that is missing in other film cities. For those who can't afford Mumbai (the city's film industry), this film city will take care of that."  
 — Rajj Shandilya, Writer/Director

"The film city will be in UP, but the whole country should consider it theirs. It should be like the Taj Mahal, which attracts people from across the world."  
 — Anupam Kher, Actor

"To have a film city in UP is a dynamic move, which was also the need of the hour. Most states have their own film industries, while it was only UP which lacked it. Now, young and raw talent can be tapped in the state itself, which otherwise would get lost in Mumbai. Plus, so many stories can now be told from the state. I also suggested that we have a film industry of our own, so that aspiring talent can study here, and not go to other universities."  
 — Vivek Agnihotri, Filmmaker

"Mumbai has many people from UP, from actors, to writers, directors, and technicians. Many live away from home, and come to Mumbai to earn a living. Now, they'll get the same opportunities in their home state. It'll also generate good revenue for the state."  
 — Udit Narayan, Singer

"The local ethos and mosaic culture will get a further boost if film institute and music academy are also built in U.P."  
 — Manoj Muntashir, Lyricist

## UTTAR PRADESH SET TO GET THE BIGGEST FILM CITY

The UP Chief Minister Yogi Adityanath has set another milestone in the history of the state. Recently, the blueprint of the proposed film city in Greater Noida was shared with eminent filmmakers and the film city region was marketed as one that would have great connectivity and other highlights such as a dedicated entertainment zone. The film city would come up on 1,000 acres of land with great rail, road and air connectivity. The project would come up in sector 21 along the Yamuna Expressway and out of 1,000 acres of land 220 acres would be reserved

for commercial activities. The site of the project, which would come up as a 'Dedicated Infotainment Zone' equipped with all the world-class civil, public, and technological facilities, is just 6 km away from the upcoming Jewar International Airport and approximately 23 km from the Zero Point.

The Yogi government is well aware of the present trend of OTT and Media Streaming Platforms and hence the high capacity world-class data centre along with all pre-production and the post-production infrastructure, processing labs, VFX, and digital technology of

international level would be provided in this zone. The state government has renamed the proposed film city at YEIDA as Infotainment city. The city is expected to attract investments of Rs 5,000 crore. The on-ground inspections by senior officials have been done at the site. The city will have all modern and digital facilities that are required to make television serials and films with special studios for animation and production of web series, cartoon films, documentary films, etc. Apart from these facilities, there would be film production studios, outdoor shoot sets, special effect studios, club house, village, etc.



HIGHLIGHTS		
OPEN UP NEW OPPORTUNITIES IN FILM PRODUCTION AND TOURISM	LOCATION LOCATED ALONG YAMUNA EXPRESSWAY IN SECTOR-21	TO BE BUILT ON 1,000 acres OF LAND
780 acres INDUSTRIAL AREA	12 km FROM EASTERN PERIPHERAL EXPRESSWAY	06 km FROM JEWAR AIRPORT

### SALIENT FEATURES

- HIGH TECH DIGITAL FILM CITY**  
The proposed film city will have all high-tech facilities of the world with major part linked to the digital technology.
- The proposed city is now being renamed as infotainment city
- Investments worth Rs 5,000 crore are expected in the city
- The work of DPR will be done by E&Y
- The film city would be developed as one stop destination for all the film related activities. As per plans of the government, it would have state of the art studios, provision of pre and post production facilities.
- It would also have a unique state wise village set up with prominent outdoor locations
- The studios will offer a wide range of exterior and underwater tanks for safe execution of shots and globally unique underwater filming in a controlled environment with ultraviolet filtration system
- A studio-based, permanently filled underwater filming stage will be available for all types of surface and underwater filming
- There would be studios with viewing gallery with glass facade, wherein tourists who wish to watch shooting will be taken to the special viewing glass rooms, from where they could see the shoot-in-process without disturbing the crew
- FILM UNIVERSITY**  
A film university for providing opportunities to the students to work with media professionals has also been proposed
- The film city would also have a food court, amphitheater, viewing gallery, simulator, rides, amusement park, etc
- FILM MUSEUM**  
A film museum of global standards has also been proposed. It would showcase the wide spectrum and history of Indian cinema. The museum would also help to promote film exhibits, archives and would also showcase the entire process of film making
- FIVE STAR HOTEL**  
A five star, a three star and a budget hotel too have been proposed along with a playground and sports club. The club house would be of two types: elite and standard. Membership of these would be restricted to filmmakers, actors and others involved in the film business

The film city being close to Agra, the city of the Taj, Mathura, and near to the proposed logistic hub in Noida, won't face any glitches as far as facilities of transport and movement are concerned. We have a film policy in the state. All industrial policies will also be applicable while a single window mechanism will be used to facilitate investment in the state. Proposals, suggestions and offers from the film fraternity will be taken into consideration.

Yogi Adityanath  
 Chief Minister, Uttar Pradesh

## U.P. GOVT. TO CONSIDER TWEAKING ITS FILM POLICY FOR FILM CITY PROJECT

The prestigious Film City project has got Uttar Pradesh government to deliberate on modifying the existing film policy to benefit the filmmakers who wish to set up studios at the upcoming film city near Jewar



After UP Chief Minister Yogi Adityanath selected the venue for the development of the ambitious Film City project, the Yamuna Expressway Industrial Development Authority (YEIDA) has expedited the process to prepare land, which would be spread across 1,000 acres, just

next to the Noida International Greenfield airport project site. The Uttar Pradesh government has told filmmakers that it will make necessary changes in the film policy, 2018 provided they are ready to invest in the project proposed to boost growth in this region. Once the filmmakers submit their proposals pertaining

to their plans of setting up studios, the state government will work accordingly and do the needful. The YEIDA officials said they expect filmmakers to seek lower land rates, waivers on stamp duty and other benefits. If the state government feels the waivers will invite investment from filmmakers

and fuel the local economy, then it may change provisions in the film policy, 2018. The YEIDA has 835 hectares of land and has started taking steps to buy the remaining 165 hectares from farmers who are willing to give up the project. With consent, the farmers will directly sell land for the project.

## NOIDA'S FILM CITY TO BOOST BHOJPURI CINEMA

A vast majority of Bhojpuri films are made in Uttar Pradesh, however, the producers of these films have to rely on Mumbai for studio and technical work. After the announcement of Uttar Pradesh's Chief Minister Yogi Adityanath, that a film city will come up in Noida, Uttar Pradesh by 2021, the Bhojpuri Film Industry is likely to get a big boost. It will also help improve the scope of Bhojpuri cinema to grow as regional film industry.

It is estimated that nearly 70 per cent of Bhojpuri films are shot in Uttar Pradesh. These filmmakers can now look up to accessing better facilities with an advanced infrastructure in Uttar Pradesh itself,

thus giving the industry a much required boost. At present the filmmakers spend a lot of money in finalising a film location in Mumbai. However, now they will be able to have access to a range of sets like jails, hotels, hospitals etc all in the same place at Noida's film city. The availability of these sets under one roof will not only eliminate the need for travelling to other states to look for optimum shooting location but also make it easier for them to shoot films in lesser time and with lesser budgets. Besides this, the local artists will also get better opportunities to showcase their talents. Artists from the state will get employment and the facilities

of studio, dubbing and mixing song recordings will be a boon for Bhojpuri cinema. The Film City's presence in Noida will benefit the artists from Uttar Pradesh, Bihar and Jharkhand the most. Even the multiplexes in the state are expected to be allowed tax exemption on a single show similar to what is done in other states. The Bhojpuri language will get the respect it deserves. Just as regional language films get better exposure by way of diverse facilities in Mumbai's film city so will Bhojpuri films benefit from the film city in Uttar Pradesh. Also, it will be a part of the local identity, and can help Uttar Pradesh be a name to reckon in the entertainment industry.

## U.P. TO GROW INTO A CINEMATIC HUB

Uttar Pradesh is slated to become an epicenter of film production in India. The state government is making its best possible efforts to facilitate cinema, through the 'UP Film Bandhu'

- OBJECTIVES**
  - To develop the state of Uttar Pradesh as an important centre for the production of films.
  - To provide information about the most amazing, incredible and delightful places in Uttar Pradesh as a means to attract tourists.
  - To promote and publicise the cultural, mythological and historical heritage and the rich traditions of the state, in the country as well as in other parts of the world.
  - To provide opportunities for development of acting and film making talent in the state.
  - To provide opportunities for job creation in the state.
  - To provide means for attracting additional investment in the state through film industry.
  - To provide healthy and relatively inexpensive entertainment to the people of the state as well as the country.
- STRATEGY**  
The state government is making its best possible efforts to facilitate cinema, through the 'UP Film Bandhu'. It aims:
  - To provide assistance in development of the best and a very competitive infrastructure at the national level.
  - To renovate the existing infrastructure.
  - To provide means for renovation and upgradation.
  - To provide required facilities.
  - To provide administrative support.
  - To provide attractive packages of financial incentives.
  - To provide attractive schemes/ systems of financial support required in the appropriate cases.



CM Yogi Adityanath met the film producers Nikhil Advani and Milap Jhaveri. Nikhil thanked the CM for the government's decision to set up a film city and appreciate efforts of the government to promote film production in the state. Nikhil Advani is scheduled to start shooting of his next film in the state from February, 2021

## SINGAPORE-BASED COMPANY OFFERS INVESTMENT

Singapore-based media company Vista Media, has offered an initial investment of USD 10 million (approximately Rs 73.1 crore) for setting up a film academy in the proposed film city in Uttar Pradesh. The offer came during an interaction of Chief Minister Yogi Adityanath with a bevy of filmmakers and artists over the new film city project that would come up in a 1,000-acre area along Yamuna Expressway near Noida. "The prompt action by the State Government has immediately received a positive response from film fraternity" as ace Art director Nitin Desai offered to set up an entire Film City on the lines of what has been set up in Mumbai. He was the opinion that about 80 per cent of technicians and workforce in Mumbai film industry are from UP and after the industry in UP itself, the availability of manpower will never be a problem."

