



Jammu and Kashmir Film Policy-2024

Why in News?

Recently, to promote and propagate the [Jammu and Kashmir Film Policy-2024](#), the J&K administration has set up a pavilion at the Film Bazaar of the **55th International Film Festival of India (IFFI) in Goa**.

Key Points

- The **Jammu and Kashmir Film Policy-2024** highlights its potential to establish J&K as a **leading destination for film production**.
- **Policy Objectives:**
 - The policy seeks to boost both domestic and international film production in Jammu and Kashmir.
 - It includes plans for **high-impact financial incentives** to make J&K an attractive filming destination.
 - The policy focuses on **developing film studios, production facilities, and hosting promotional events** such as film conclaves.
- **Natural and Cultural Diversity:**
 - J&K offers **diverse filming locations**, including scenic valleys, lakes, historic sites, and modern urban landscapes.
 - This unparalleled diversity makes J&K a unique hub for filmmakers.
- **Single-Window Clearance System:**
 - A **single-window clearance system** has been developed to **streamline the process of** obtaining shooting permissions.
 - This system ensures **time-bound approvals**, simplifying production logistics for filmmakers.
- **Financial Incentives:**
 - Filmmakers can avail a **10% subsidy on the cost of production**.
 - An **additional 25% subsidy** is provided for movies that win [national](#) or **international awards**.
- **Economic Impact:**
 - These measures aim to revitalise J&K's economy by creating employment opportunities, increasing tourism, and promoting J&K as a **global hub for film tourism**.

International Film Festival of India (IFFI)

- **About:**
 - **Established in 1952**, IFFI is one of Asia's most prominent film festivals.
 - The festival is **held annually**, with its permanent venue in the state of **Goa since 2004**.
 - It is the only South Asian film festival accredited by the **International Federation of Film Producers and Associations (FIAPF)** as a Competitive Feature Film Festival.
- **Objectives:**
 - Provides a **platform for global filmmakers** to showcase excellence in film art.
 - Promotes **understanding and appreciation of diverse film cultures** in their social and cultural contexts.
 - Fosters friendship and cooperation among people worldwide.
- **Organizing Entities:**

- Jointly organized by the [National Film Development Corporation \(NFDC\)](#), **Ministry of Information and Broadcasting**, the **Government of Goa**, and the [Indian Film Industry](#).

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