



# 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 **55<sup>th</sup> 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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