

# Jammu & Kashmir

## Fiscal Incentives

### 1. Status of Industry

Film sector has been accorded the status of Industry in Jammu & Kashmir.

### 2. Subsidy for shooting first film –

	Subsidy for 1st Film	Criteria
1	Up to Rs. 1 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 1.50 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT

### 3. Subsidy for shooting second film –

	Subsidy for 2nd Film	Criteria
1	Up to Rs. 1.25 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 1.75 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT

### 4. Subsidy for shooting third film –

	Subsidy for 3rd Film	Criteria
1	Up to Rs. 1.50 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 50% of total shooting days shot in the UT
2	Up to Rs. 2.00 Cr or 25% of the total Cost of Production (COP), whichever is lower	Minimum 75% of total shooting days shot in the UT

- If J&K is prominently featured in a feature film with more than 75% shooting days in the UT, then the tourism sector of the UT gets direct benefit. Such a film of each category (first, second, third and subsequent film) shall be given an additional subsidy of Rs. 50.00 lakh which shall be decided by the JKFD, on case to case basis.
- On producing film on the story/ script based on the UT of J&K, with a view of Special Branding (J&K Specific Film), a special grant of 50% of the Cost of Production of film or Rs. 5.00 crore, whichever is less, shall be provided. The JKFD shall decide on such subsidies, on case to case basis.
- The percentage of film shooting in the UT shall be calculated in proportion to the number of days shot in J&K out of the total shooting days of the entire film.
- The information on number of shooting days in the UT shall be verified by the Film Promotion and Facilitation Committee of the concerned district.

- If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists, whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.
- This subsidy amount shall be provided to the film maker on the basis of the payment bills of the performing artists.
- The Cost Of production (COP) of a film and the number of shooting days which are mentioned in the application shall be decided on the basis of detailed project report submitted with the application by the film maker.

### 5. Subsidy for films produced by award-winning Producer/Director

Following subsidy amount shall be given to the next films produced by a national/ international award-winning Producer/Director after receiving subsidy on the basis of earlier film produced in the UT –

Detail of Film	Status of Film shooting in the state	Maximum amount of subsidy
Second film in the UT	On shooting the film for half of its total shooting days	Rs. 1.75 crore only
	On shooting the film for the two-third of its total shooting days	Rs. 2.25 crore only
Third or successive Film in the UT	On shooting the film for half of its total shooting days	Rs. 2.25 crore only
	On shooting the film for the two-third of its total shooting days	Rs. 3.25 crore only

### 6. Subsidy for Film/ TV Show/ web series/ original show of OTT (Over The Top) platform & Documentary (regarding permission fee).

Reimbursement of permission fee for shooting of Film/ TV Show/ web series/ original show of OTT platform & Documentary

	Subsidy	Criteria
1	50% reimbursement of shoot permission (actual charges paid in the UT)	For Film/ web series on OTT platform/ original show/ documentary minimum 50% of total shooting days and minimum 90 days shooting of TV/Show in the UT
2	75% reimbursement of shoot permission (actual charges paid in the UT)	For Film/ web series on OTT platform/ original show/ documentary minimum 75% of total shooting days and minimum 180 days shooting of TV/Show in the UT

- i. If the minimum 50% shooting day criteria is not being met by the applied feature film project, but 20% and 10% of the total screen time in the produced feature film is being given to the scenes shot in J&K respectively, and J&K has special branding in the applied feature film project, financial subsidy of maximum of Rs. 75 lakh and Rs. 50 lakhs respectively shall be provided based on the scrutiny by the JKFDCC.
- ii. The above-mentioned subsidy shall be provided only for the monuments/ properties of ASI, UT's Archaeology, Local MC's, Tourism Department, Forest Department, Department of Irrigation, PWD and all J&K government properties.
- iii. All the proposals that do not fall within the above mentioned criteria for claiming reimbursement of permission fee (i.e., proposal with less than 50% shooting days) shall be considered by JKFDCC for giving concession/ waiver off of the charges on shooting locations, as the case may be.

7 Subsidy for TV serials/ shows –

	Subsidy	Criteria
1	Up to Rs 50 lakh or 25% of total cost of production (COP), whichever is lower	Minimum 90 days shooting within the UT
2	Up to Rs 1 Cr or 25% of total cost of production (COP), whichever is lower	Minimum 180 days shooting within the UT

- i. The information on number of shooting days in the UT shall be verified by Film Promotion and Facilitation Committee of the concerned district.  
Above mentioned subsidy shall only be provided to those applicants, who shall submit the certificate of telecast schedule from GEC (General Entertainment Channels).
- ii. If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists, whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.

This subsidy amount shall be provided to the film maker on the basis of the payment bills of the paying artists.

8. Subsidy for Web Series/ Original Show to be displayed on OTT (Over the Top) Platform –

	Subsidy	Criteria
1	Up to Rs 50 lakh or 25% of total cost of production (COP), whichever is lower	On shooting minimum 50% of the total shooting days of the Web series/ shows in the UT
2	Up to Rs 1 Cr or 25% of total cost of production (COP), whichever is lower	On shooting minimum 75% of the total shooting days of the Web series/ shows in the UT

- i. The information on number of shooting days in the UT shall be verified by the Film Promotion and Facilitation Committee of the concerned district.
- ii. If the filmmaker is giving work opportunity to the local artists of J&K, then an additional subsidy shall be provided. This additional subsidy shall be a maximum of Rs. 50 lakh for a film with cast of minimum 5 Primary local artists of J&K (who are featuring as prominent character as per the story) or 50 percent of the actual payment of artists, whichever is less. For a film with cast of a minimum of 5 secondary artists of J&K (other than the main character being shown prominently as per the story), a minimum additional subsidy of Rs. 10 lakhs or 50 percent of the actual payment of artists, whichever is less shall be provided.  
This subsidy amount shall be provided to the film maker on the basis of the payment bills of the paying artists.
- iii. Above mentioned subsidy shall only be provided to those applicants, who shall submit the telecast schedule/ release certificate from OTT Platform. As there are currently no certification criteria for OTT platform, therefore, JKFDCC shall be fully authorised for determination of its script, content and subsidy approval, on case to case basis.

9. Subsidy for Documentary Films to be shot in J&K –

	Subsidy	Criteria
1	Up to Rs 20 lakh or 50% of total cost of production (COP) for National level release, whichever is lower	On Shooting Minimum 50% of the total shooting days of the Documentary film in the UT
2	Up to Rs 40 lakh or 25% of total cost of production (COP) for international level release, whichever is lower	On Shooting Minimum 50% of the total shooting days of the Documentary film in the UT

#### 10. Patriotic/certain themes shot in UT

- i. The films produced, to patronize the feeling of “One Nation, Best Nation” (Ek Bharat Shresth Bharat), and on certain other themes as decided by JKFDCC in English and other languages of the country (excluding the films produced in regional languages of J&K), shooting of which has been carried out for a minimum half of their total shooting days in the UT, shall be given 50% of their cost or Rs 50 lakhs, whichever is less, by way of subsidy.
- ii. Children & women empowerment related films shall be given additional 25% financial assistance over and above as stated in 6.2.9 (i) subsidy, subject to a maximum of Rs. 50 lakh total subsidy.

#### 11. Subsidy on Accommodation

Producers and their crew will have priority booking privilege in getting accommodation. Accommodation to producers and their crew will be given on fifty percent rebate over the prevailing rates of rooms at Government owned Hotels across J&K. The list of Government owned hotels is enclosed at Annexure VIII.

#### 12. Special subsidy

- A special subsidy in range between Rs 2 Cr to Rs 5 Cr will be granted to J&K regional films that win international awards.
- The quantum of subsidy shall be decided by JKFDCC, as the case may be.

#### 13. Subsidy for Infrastructure development

Incentives/subsidies laid down in the Jammu and Kashmir Industrial Policy 2021 will be applicable for the creation/scaling-up of film related infrastructure in the UT such as setting up of cineplexes, multiplexes etc. The procedure for applying and availing the subsidy in such cases will be same as mentioned by Industrial Policy of J&K- 2021

#### 14. Tax Incentives

Tax incentives for films production shall be provided as per Jammu and Kashmir Industrial Policy 2021.

#### 15. Validity Period

These incentives are for 5 years. After the 5th year the Jammu & Kashmir Film Development Council will decide whether to continue with the incentives or not. The Incentive Disbursal Mechanism is annexed as Annexure V

