

No. M-21019/19/2024-DO(FF)

Government of India
Ministry of Information & Broadcasting
'A' Wing, Shastri Bhawan New Delhi

Dated: 20th June, 2024

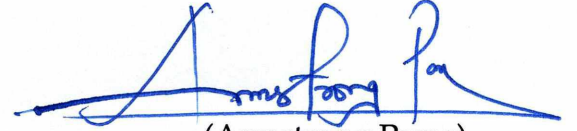
OFFICE MEMORANDUM

Subject: Guidelines for release of funds to Indian Missions/Posts through National Film Development Corporation (NFDC) for promotion of Indian Cinema under DCDFC Scheme - regarding.

The undersigned is directed to forward herewith the Guidelines for release of funds to Indian Missions/Posts through National Film Development Corporation (NFDC) for promotion of Indian Cinema under 'Development, Communication & Dissemination of Filmic Content (DCDFC)' Scheme.

2. This issues with the concurrence of Integrated Finance Division, M/o Information & Broadcasting vide their Dy. No.192615/AS&FA dated 05.06.2024 and with the approval of Secretary, M/o I&B.

Encl: As Above.



(Armstrong Pame)

(आर्मस्ट्रॉंग पामे)
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Min. of Information & Broadcasting
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Govt. of India, New Delhi

Director (Films)

Tele: 2338 3374

To

1. Sr. PPS to Secretary (I&B)
2. Sr. PPS to AS(I&B)/ PPS to Sr. EA(I&B)/ PPS to AS&FA(I&B)
3. Joint Secretary (XPD), MEA
4. Joint Secretary (Films), M/o I&B
5. CCA, M/o I&B, New Delhi
6. Managing Director, National Film Development Corporation, Mumbai
7. Director (XPD), MEA
8. Head, Film Facilitation Office
9. Director (Finance)
10. Deputy Secretary (Films-II)
11. Pay & Accounts Officer, Pay & Accounts Office (MS), M/o I&B, New Delhi
12. Under Secretary (Films-I)/ Under Secretary (Films-II)
13. Section Officer (Cash)/ DDO(MS), M/o I&B
14. Fin. I Section/ Fin. II Section/ B&A Section, M/o I&B, New Delhi
15. XPD Division, MEA- with a request to forward a copy to concerned Indian Missions/Posts.
16. All Desks of Films Wing

Guidelines for Financial Assistance to Indian Missions for Promotion of Indian Cinema

1. Introduction:

Indian cinema is an integral part of the country's cultural landscape and a significant player on the global stage. It encompasses a variety of regional film industries, contributing to the diverse and vibrant spectrum of Indian filmmaking. With its rich storytelling traditions and the rise of independent filmmaking voices, Indian cinema resonates with audiences' worldwide, fostering cross-cultural understanding and empathy across borders. It continues to shape perceptions, ignite imaginations, and bridge cultural divides, exemplifying the enduring soft power of its cinematic legacy.

India has the potential to become a global center for film production due to its abundant resources for live film production and shooting, including diverse locations, services, and skilled staff, as well as a robust animation and visual effects industry to meet post-production needs.

The Ministry of Information & Broadcasting aims to promote India as a preferred filming destination through the establishment of the Film Facilitation Office (FFO) and the launch of an incentive scheme for foreign production and official co-production of films. In collaboration with various Indian missions and consulates abroad, the Ministry intends to enhance the soft power of India through Indian Cinema and increase the participation of Indian films in key international film festivals.

2. Objective:

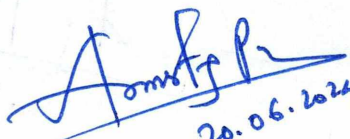
These guidelines aim at promotion of Indian Cinema through Indian Missions by providing financial assistance to Indian Missions through National Film Development Corporation (NFDC) and Ministry of External Affairs under Development, Communication and Dissemination of Filmic Content (DCDFC) Scheme.

3. Coverage:

The scheme envisages promotion of Indian Cinema globally through Indian Missions Abroad.

4. Eligible Agencies:

Under the scheme, funds shall be released through NFDC to XP Division of Ministry of External Affairs. XP Division of MEA shall ensure that the funds are released to the Indian Missions in various countries mentioned in **Annexure-I** to undertake the activities for promotion of Indian Cinema.


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5. **Funding:**

The estimated cost of implementation of this scheme is Rs.20 crore for one Financial Year. The promotional activities and incurring of the expenditure shall be done by Indian Missions with the approval of the concerned Head of the Mission.

The different countries in the world have been divided into four categories 'A', 'B', 'C' & 'D' and financial assistance of Rs.80 lakh, Rs.40 lakh, Rs.20 lakh & Rs.10 lakh respectively shall be provided per annum for each category. The category wise list of countries has been attached as **Annexure-I**.

The category wise financial assistance to be provided to these countries along with overall financial implications is enumerated below:

(Amount in Rs.)

Category	No. of countries	Amount (each country)	Total
A	17	80 lakh	13.60 crore
B	8	40 lakh	3.20 crore
C	9	20 lakh	1.80 crore
D	14	10 lakh	1.40 crore
Total:	48		20.00 crore

6. **Scope:**

For each Indian Mission, the funding shall be admissible for the following activities:

- For Organization of Film Festivals.
- For Subtitling of Films.
- For dubbing of Films.
- Promoting outreach of Indian Cinema:-

- Taking up promotional activities with local offices of Indian Film Industry Associations, Cinema promotion Councils etc.
- Participation in Cinema Exhibitions/ Fairs (stalls/standees/hoardings) in the country.
- Conducting Networking Sessions or organizing Seminars/Webinars.
- Utilizing social media to reach a broader audience through targeted campaigns, trailers, behind-the-scenes content and celebrity endorsements.
- Presentations on Indian Cinema during interaction with host country and exhibition/display of Films in the Indian Embassy.
- Publication of Advertisement/ Articles in newspaper for publicity.
- Organizing Podcasts in local language to reach a broader audience.
- Other region specific promotional activities etc.

e. For Hiring of Media/ Prasar Bharati correspondents:

The empanelled correspondents of Prasar Bharati may be hired on remuneration basis by the Indian Missions mentioned in **Annexure-II** to provide India specific event coverage and also to promote the Film in India initiative of the Government

f. Setting up of Indian pavilion:

Indian Pavilion may be set up during important films festivals being organized in countries as per details attached at **Annexure-III**. Indian Mission should arrange additional funds, if required, for this activity through sponsorships and other sources.

g. Any other activities not specified in the guidelines may be undertaken with prior approval of the Ambassador/ High Commissioner of the Mission.

The concerned Head of Missions would prepare a yearly action plan based on the activities listed above along with cost estimates subject to the overall ceilings for their respective countries.

7. **Monitoring and Review:**

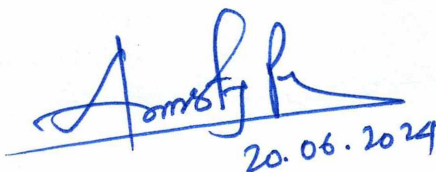
The concerned Missions would submit a report on the completion of events to XP Division, Ministry of External Affairs and endorse a copy to Ministry of Information & Broadcasting and National Film Development Corporation (NFDC).

A committee shall be constituted in the M/o I&B for examination of outreach activities and utilization of allocated funds by the Indian Missions. The composition of the committee shall be as under:

- | | |
|-------------------------------------|------------------|
| i. Joint Secretary (Films), M/o I&B | - Chairperson |
| ii. Joint Secretary (XPD), MEA | - Co-Chairperson |
| iii. MD, NFDC | - Member |
| iv. Director (XPD), MEA | - Member |
| v. Head, Film Facilitation Office | - Member |
| vi. Director (Films), M/o I&B | - Convener |

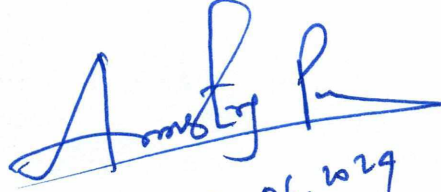
XP Division MEA shall ensure proper utilization of funds by the Indian Missions and achievement of objectives of the guidelines.

Any revision in the guidelines including categorization of countries at Annexure-I shall be carried out with the approval of Secretary (I&B) on the recommendations of the aforementioned committee.


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8. **Validity:**

The scheme would be piloted initially for the financial year 2024-25 and extended subsequently based on feedback and requirement.




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Annexure-I

Categorization of Countries for Financial Assistance for Promotion of Indian Cinema

S. No.	Category A	Category B	Category C	Category D
1	Australia	China	Israel	Bangladesh
2	Brazil	Armenia	Indonesia	Dominian Republic
3	Netherlands	Argentina	Norway	Eswatini
4	France	Portugal	Morocco	Guyana
5	Germany	Saudi Arabia	Poland	Nigeria
6	Italy	Singapore	Uzbekistan	Papua New Guinea
7	Japan	Mexico	Turkiye	Venezuela
8	New Zealand	Hong Kong	Peru	Turkmenistan
9	Russia		Colombia	Iraq
10	South Korea			Eritrea
11	Switzerland			Slovenia
12	UK			Fiji
13	USA			Vietnam
14	Spain			Bahrain
15	South Africa			
16	Malaysia			
17	Canada			


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Countries for Hiring of empanelled Media/ Prasar Bharati correspondents by Indian Missions

- 1) Germany
- 2) Spain
- 3) Italy
- 4) United Kingdom
- 5) Canada
- 6) Netherlands
- 7) Australia
- 8) United States of America
- 9) Brazil
- 10) Russia
- 11) Switzerland
- 12) Japan
- 13) Mexico
- 14) New Zealand
- 15) Indonesia
- 16) France
- 17) South Africa



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Details of Countries and International Film Festivals for set up of Indian Pavilion

S. No.	Country	Name of Festival
1	Germany	Berlin International Film Festival
2	Singapore	Singapore International Film Festival
3	Netherlands	International Film Festival of Rotterdam (IFFR)
4	South Korea	Busan International Film Festival
5	Australia	Melbourne International Film Festival
6	United States of America (USA)	Sundance Film Festival
7	Malaysia	Malaysia International Film Festival (MIFest)
8	Japan	Tokyo International Film Festival
9	South Africa	MIP Africa

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