



DRAFT

MEGHALAYA

FILM TOURISM POLICY

2025



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Meghalaya Film Tourism Policy 2025

Contents

1. Introduction:	2
2. Definitions:.....	2
3. Objectives:.....	3
4. Policy Implementation:.....	3
5. Film Facilitation Cell:	3
6. Ease of Doing Business:	5
7. Marketing and Promotional Assistance to promote film tourism in the State:.....	5
8. Financial Incentives under Meghalaya Film Tourism & Creative Media Policy:	6
8.1 Subsidy for Feature Films:	6
8.2 Subsidy for TV Serials/Shows:	7
8.3. Subsidy for Web Series/Original Shows to be displayed on OTT (Over-The-Top) Platforms:	8
8.4 Grants for Documentary Films Shot in Meghalaya.....	8
8.5 International Films:	9
8.6 Grants for Short Films Shot in Meghalaya:	9
8.7 Grants for Digital Creators.....	9
Financial Subsidy (Clause 9-12)	10
13. Infrastructure Development:.....	11
14. Development of Service Infrastructure:.....	11
15. Film Studio	11
16. Content Incubation Labs:.....	11
17. Promotion of Film Festivals in Meghalaya	12
18. Film Screening:	12
19. Skill Development and Capacity Building:.....	12
20. Qualification for State Cooperation:	13
21. Commencement and Duration of the Policy	13
22. Environmental Sustainability	13
23. Dispute Resolution:	13

Meghalaya Film Tourism Policy 2025

1. Introduction:

Meghalaya's **Vision 2032** outlines a clear roadmap to transform the State into a \$16 billion economy by identifying ten key Opportunities and ten firm Commitments. Among these, *tourism promotion* and *the growth of the creative economy* are recognised as high-potential sectors for inclusive and sustainable development. With its unique landscapes, cultural heritage, and youthful demographic, Meghalaya is well-positioned to leverage film and creative media as engines of economic and social value.

The **Meghalaya Film Tourism Policy 2025** builds on this vision by aiming to position the State as a preferred destination for film tourism and creative production. The policy offers a combination of financial incentives, infrastructure development, and institutional support to attract filmmakers, content creators, and media entrepreneurs. It seeks to promote local talent, preserve cultural narratives, and generate employment—while showcasing Meghalaya as not just a beautiful location, but a committed partner in the storytelling economy.

2. Definitions:

- **"Policy"** means Meghalaya Film Tourism Policy 2025.
- **"State"** means the State of Meghalaya
- **"Government"** means Government of Meghalaya & its undertakings.
- **"Department"** means Tourism Department
- **"Central Govt."** means Government of India and its undertakings.
- **"Film"** refers to a cinematographic film as defined in the Cinematograph Act, 1952.
- **"Feature Film"** refers to a cinematographic film with minimum duration of 90 minutes, certified by the Central Cell of Film Certification (CBFC)

*As there is no definition available for Web Series, T.V. serials/shows, Documentary etc. in Indian Cinematography Act 1952, the decision, for providing benefits under the policy, shall be taken by the "Film Facilitation Cell", as mentioned in this policy. This could potentially extend to digital content like vlogs, especially if structured as a series or documentary-style content.

3. Objectives:

The key objectives of the Meghalaya Film Tourism Policy are to:

3.1 To promote tourism in Meghalaya by engaging national and international film and media productions.

3.2 To strengthen the existing film ecosystem and nurture local talent, encouraging the promotion of the State's culture, stories, and arts.

3.3 Establish Meghalaya as a central hub for film production in the region.

3.4 To incentivise the creative media sector by encouraging investment, upskilling talent, and fostering employment generation.

3.5 Develop a robust filmmaking infrastructure across the State.

3.6 Attract private and public investment in Meghalaya's film industry.

4. Policy Implementation:

The scheme will be implemented by **Department of Tourism** in partnership with the **Meghalaya Investment Promotion Authority (MIPA)**, constituted under the Meghalaya Investment Promotion Policy (MIPP), 2024. A '**Film Facilitation Cell (FFC)**' will be set up under MIPA, which will act as the operational body for implementation and coordination. The MIPP 2024 defines a "Services Unit" to include "Films and Entertainment and MIPA is the nodal agency in the State for facilitating investment, Incentives and Single Window Clearance. The MIPA will list out all the approvals required, the workflow, and all other procedural requirements.

5. Film Facilitation Cell:

5.1 Unlike other departments that primarily oversee infrastructure or economic investments through Detailed Project Reports (DPRs), the film industry operates within the creative sector, requiring a specialized approach that assesses its cultural, social, and economic impact beyond standard financial scrutiny. To support this, a **Film Facilitation Cell (FFC)** will be established under MIPA, ensuring streamlined facilitation, incentives, and Single Window Clearance under this policy.

5.2 All applications will be processed online via the **Invest Meghalaya Portal**, which serves as the State's unified platform for applying and approving Single Window Clearance.

5.3 The **Film Facilitation Cell (FFC)** will include a **Coordination Committee** comprising representatives from various departments to ensure seamless inter-departmental collaboration and engagement with local administration. This committee will review and assess applications before making recommendations to the FFC, which will then approve and forward them to the **Directorate of Tourism** for final processing and implementation.

5.4 Once the shooting is completed, filmmakers will be required to submit a Detailed Project Report (DPR) and apply for incentives through the Directorate of Tourism. A high-level committee/scheme committee will then review and verify the DPR before approving and disbursing the applicable incentives.

5.5 Members in the Committee under Film Facilitation Cell:

S.No.	Members
1.	Additional/Joint CEO, MIPA – Director
2.	Director, Department of Tourism - Member
3.	CAO, MAL, Government of Meghalaya - Member
4.	Nominated official from Departments of Arts & Culture, Government of Meghalaya - Member
5.	Director, DIPR, Government of Meghalaya - Member
6.	CFO, MAL, Government of Meghalaya - Member
7.	Industry Experts and other member as the guidelines specify
The expert members related to the film industry will be appointed by the Director of the Film Facilitation Cell for a maximum period of 5 years.	

5.3 Scope of Work of Film Facilitation Cell (FFC):

5.3.1. All the applications shall be received by the FFC, in online mode on the **Invest Meghalaya Portal**.

5.3.2 FFC shall set up an in-house Coordination Committee to scrutinise the supporting documents/bills submitted by the applicant to claim a subsidy.

5.3.3 FFC shall register Line producers who coordinate film shootings in the State.

5.3.4 FFC shall set the selection process for providing annual scholarships to the students of Meghalaya studying in the Film & Television Institute of India (FTII), Pune, Satyajit Ray Film & Television Institute, Kolkata and National School of Drama, New Delhi.

5.3.5 FFC shall be authorised to make and issue the detailed guidelines, rules, process checklist and all required formats and agreements, etc., essential to implement the Meghalaya Film Tourism Policy.

5.3.6 FFC shall decide on the Meghalaya Film Tourism Policy related application fee/registration fee, if required. The Director of the Film Facilitation Cell will be authorised to use this amount for the implementation and promotion/ advertisement of the policy, etc.

5.3.7 FFC shall, from time to time, compile details of all possible locations suitable for shooting and the State tourism policy shall be published and promoted through print & digital Media.

5.3.8 FFC to develop guidelines on Cultural Sensitivity and Best Practices for Depicting Local Culture.

5.3.9 FFC to develop guidelines on Community Engagement Protocols and Benefit Sharing Mechanisms.

5.3.10 To support Niche Content (Beyond Listed Categories) FFC to create a “Wildcard Window” in the incentive application process to support unique formats or emerging genres, judged on artistic merit, cultural relevance, and innovation.

The specific eligibility criteria will be outlined following the formal notification of the policy.

6. Ease of Doing Business:

All intending filmmakers should submit their forms online through the **Invest Meghalaya Portal**. The FFC shall evaluate the application and communicate with the concerned filmmakers. The portal shall also act as a platform for information dissemination related to Meghalaya Film Tourism Policy and will provide information related to rules, regulations, grants and other facilities and services. The Film Facilitation Cell shall provide necessary support.

In each district, an officer authorized by the Deputy Commissioner, who will be at least of the rank of Additional Deputy Commissioner, will be authorized as the 'Nodal Officer', who will cooperate and coordinate at the district level for the implementation of Meghalaya Film Tourism Policy 2025.

7. Marketing and Promotional Assistance to promote film tourism in the State:

The State government intends to increase the growth of the media and entertainment industry. Under the promotional activities, FFC shall take decisions on participation in various National/International Film Festivals and events which will

help to promote Film Tourism in the State. A national/International film festival/ Seminar etc., shall be organised in the State and FAM tours for renowned filmmakers in the country shall also be organised. Film shooting locations where Films have been shot shall be developed and promoted as tourist products or tourist attractions.

8. Financial Incentives under Meghalaya Film Tourism Policy:

The Film Facilitation Cell shall act as the nodal agency of the Tourism Department in Meghalaya to provide financial incentives for film production / TV serial/web series/ Documentary/ short films, etc., and other policy-related provisions.

To encourage more and more films in the State, the following eligibility criteria are set for the subsidy for the production of films in any language in the State

8.1 Subsidy for Feature Films:

8.1.1 Subsidy for shooting Films for National Players:

Sr.	Subsidy	Criteria
1	Up to ₹1.00 crore or 25% of the total cost of the film (COP), whichever is less for the first 10 films produced in Meghalaya	Eligible films must be in major Indian languages—Hindi, Telugu, Tamil, Kannada, Malayalam, and Marathi—recognized for their potential to drive high-value tourism. To qualify, at least 75% of the total shooting days must be conducted within the State.
2	Up to ₹75.00 Lakhs will be provided or 25% of the total cost of the film (COP), whichever is less for the next 10 films produced in Meghalaya	To qualify, at least 75% of the total shooting days must be conducted within the State

8.1.2 Subsidy to support local cinema:

Sr.	Subsidy	Criteria
1	₹1.00 crore will be allocated annually to 3 local filmmakers	Each local filmmaker may avail this incentive only once every two years.

8.1.3 Additional Grants:

(a) If Meghalaya is prominently featured in a feature film with more than 75 per cent shooting days in the State, promoting local culture/heritage/sites and the tourism of the State gets direct benefit, then such a film shall be given an additional subsidy of ₹50.00 lakh, which shall be decided by the Film Facilitation Cell.

(b) Feature films with 30% cast from Meghalaya, such as Garo, Khasi and Pnar, etc., shall be eligible for an additional subsidy of 10%, with a maximum limit of ₹15.00 lakh, subject to eligibility

(c) Films that premiere exclusively on the Hello Meghalaya App—the State’s official OTT platform—will be eligible for an additional 10% subsidy or ₹10.00 Lakhs (whichever is less) on the total sanctioned amount. The content will be eligible for priority placement and targeted promotional support.

(d) If a project qualify for more than one additional subsidy category under Clause 8.1, the applicant may choose only one category to avail of the subsidy benefit.

8.1.4 The Film Facilitation Cell shall issue detailed guidelines to determine the eligibility and process for grants under Clause 10.1 and other relevant clauses.

8.2 Subsidy for TV Serials/Shows:

Sr.	Subsidy	Criteria
1	Up to ₹ 50.00 lakhs, or 25% of the total cost of the TV serial/show COP whichever is less for the first 5 shows	To qualify, at least 75% of the total shooting days must be conducted within the State
2	Up to ₹ 75.00 Lakhs, or 25% of the total cost of the TV serial/show COP whichever is less for the first 5 shows	To qualify, at least 90% of the total shooting days must be conducted within the State

8.2.1 The above subsidy shall only be provided to those applicants who are promoting local culture/heritage/sites and the tourism of the State, and the State gets direct benefit.

8.2.2 The above subsidy shall only be provided to those applicants who shall submit the certificate of the telecast Schedule from GEC (General Entertainment Channels).

8.3. Subsidy for Web Series/Original Shows to be displayed on OTT (Over-The-Top) Platforms:

Sr.	Subsidy	Criteria
1	Up to ₹1.00 crore, or 25% of the total cost of the web series/original show COP whichever is less for the first 5 shows	To qualify, at least 75% of the total shooting days must be conducted within the State

8.3.1 Guidelines related to shooting web series/original shows of OTT platforms shall be issued by FFC from time to time, on the basis of the guidelines received from the Ministry of Information and Broadcasting, Government of India.

As there are currently no certification criteria for OTT platforms that are fixed, the FFC shall be fully authorized for determination of its script, content and subsidy approval of all cases.

8.3.2 Projects that premiere exclusively on the Hello Meghalaya App—the State’s official OTT platform—will be eligible for an additional 10% subsidy or ₹10.00 Lakhs (whichever is less) on the total sanctioned amount. The content will be eligible for priority placement and targeted promotional support.

8.4 Grants for Documentary Films Shot in Meghalaya

In order to encourage experienced and reputed documentary filmmakers to produce documentary related to the State, tourist destinations of Meghalaya, wild life, culture, food, handicraft, religious festival/ festivals, lifestyle/ textile, people of the State, distinguished Documentary made on the heritage/history and stories related to individuals etc. of Meghalaya that has been shot in the State shall be provided with subsidy as under: -

8.4.1 Up to ₹20.00 Lakhs or equivalent to 50% of the total cost of production for National level release, whichever is less.

8.4.2 Up to ₹40.00 Lakhs or equivalent to 50% of the total cost of production for international level release, whichever is less.

8.4.3 Any documentary that is awarded at a national film festival supported/approved by the Government of India or the State Government shall be eligible for a grant under

8.4.4. The grant is available for the first 5 documentaries produced in the State

8.5 International Films:

Sr.	Subsidy	Criteria
1	Up to ₹5 crore, or 10% of the expenditure incurred in Meghalaya, whichever is less, for the first 5 films.	Project must receive permission/ approval from the Government of India, has been shot in Meghalaya for a minimum of 10 days, and have been released internationally.

On shooting international films, web series, original shows, and documentary films produced by international filmmakers and production houses, financial grants shall be provided, subject to the approval of the projects at the Ministry of Information and Broadcasting, Government of India level, on the condition that the projects are shot in Meghalaya.

8.6 Grants for Short Films Shot in Meghalaya:

To encourage experienced and reputed Short film makers to produce short films related to the State, tourist destinations of Meghalaya, wildlife, culture, food, handicraft, religious festival/ festivals, lifestyle/ textile, people of the State, distinguished individuals, heritage/history associated with the State, stories, and other positive social themes, which are shot in Meghalaya and have been awarded at national and international film festivals recognized and approved by the Government of India and the State Government, shall be eligible for the following financial grants:

Sr.	Subsidy	Criteria
1	Up to ₹ 5 lakhs, or 50% of the total project cost whichever is less.	Short films shot in Meghalaya that have been awarded at national/international film festivals recognised and approved by the Government of India and the State Government.

8.7 Grants for Digital Creators

Sr.	Category	Grant	Criteria
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1	Nano Creators (10K–50K followers)	₹25,000	Minimum organic following of 10,000+ on at least one platform: Instagram, YouTube, Facebook. Minimum 25 original video content posts in the last 12 months. Content must be non-political, non-inflammatory, and culturally respectful.
2	Micro Creators (50K–200K followers)	₹ 50,000	
3	Mid-Tier Creators (200K+ followers)	₹1,00,000	
4	Established Creators (1 Million+ followers)	₹2,00,000	

8.7.1 Support under this clause shall be extended only to social media content creators, vloggers, and digital influencers whose work promotes the State’s cultural identity, local narratives, ecological heritage, and contemporary youth perspectives.

8.7.2 Guideline related for shooting social media content creators shall be issued by FFC from time to time.

Financial Subsidy (Clause 9-12)

9. The percentage of film shooting in the State shall be calculated in proportion to the number of days shot in Meghalaya out of the total shooting days of the entire film.

10. The information regarding the number of shooting days in the State shall be verified through the affidavit submitted by the applicant, along with the necessary documents detailing the shooting days conducted. The specific requirements for submission will be outlined in the policy guidelines.

11. The Cost of production (COP) of a film and the expenditure incurred in Meghalaya, along with the number of shooting days, which are mentioned in the application, shall be decided on the basis of the detailed project report submitted with the application by the applicant.

12. All subsidies and reimbursements shall be payable upon obtaining a U or

UA7+/UA13+/UA16+ certificate from the Film Certification Cell for feature films and upon the release of the film, or telecast/webcast of TV serials/web series on media platforms. For feature films, a release in a minimum of 20 screens or on listed OTT channels shall be considered an all-India release. Similarly, for local languages, a release in a minimum of 5 screens shall be considered an all-India release. This clarification shall apply to all the subsidy details under clause 10, except clause 9.5.

13. Infrastructure Development:

To facilitate film producers and tourists, the State shall make all possible efforts to improve basic infrastructure, i.e. roads, transportation, and accommodation closer to tourist locations/ shooting sites. This will provide much-needed ease to film producers and tourists in Meghalaya.

14. Development of Service Infrastructure:

Hotels and other tourism products/services (home stays, caravans, etc) which are operational under the Meghalaya Tourism Development Cooperation (MTDC) shall offer up to 30% discount over the published rates for film cast and crew.

15. Film Studio

15.1 The Government of Meghalaya shall endeavour to set up a Film Studio in the State, so that infrastructure can be made available for filmmakers at one place. To assess the possibilities of setting up the Film Studio/ Film Lab with the help of the private sector, a feasibility study shall be conducted by MIPA through an expert agency, and a detailed project report shall be prepared for implementation.

15.2 Film Studio shall be eligible for financial incentives for physical infrastructure as per the Meghalaya Industrial and Investment Promotion Policy (MIIPP) 2024, recognising it as a Service Unit under the "Films and Entertainment" priority sector.

16. Content Incubation Labs:

To encourage tribal and local youth to explore filmmaking and create compelling digital content, the State shall support the establishment of Content Incubation Labs

in collaboration with media institutions and universities. Special assistance will be extended to eligible organizations or institutions to set up the following facilities:

- a. Skills Development Centre for the Film Sector
- b. Film Institute and Training Centre
- c. Film Studio and Lab, Postproduction Centre and VFX Facility
- d. Film City
- e. Incubation Centers
- f. Start-up projects of Film Sector
- g. Content Incubation Labs

Priority access shall be given to projects availing incentives under this policy, and discounted usage rates shall be notified annually. The Lab shall also serve as a training ground for local youth in digital media skills, thereby enabling employment generation and upskilling within the creative economy.

17. Promotion of Film Festivals in Meghalaya

To further position Meghalaya as a vibrant hub for creative and cinematic excellence, the State Government shall actively support the organisation and hosting of National and International Film Festivals within the State.

18. Film Screening:

To expand the reach of cinema and foster a culture of public film viewing across Meghalaya, the State supports the development of Single-Screen Cinema Halls through the **Meghalaya Cinema Theatre Scheme**, implemented under the **CM ELEVATE** flagship program. Details to apply under this scheme can be found within the official CM ELEVATE program guidelines.

19. Skill Development and Capacity Building:

19.1 Efforts shall be made to introduce relevant film training courses in the State's industrial training institutes (ITIs) and universities in the State. The State government shall also encourage the private sector to open training institutes with the latest techniques and courses related to films.

19.2 Incubation centres for animation and computer graphics and other technical facilities, etc., will be established by encouraging private sector investment.

19.3 Workshop shall be organised on various subjects of filmmaking. The State

government shall organise occasional workshops/short-term courses, etc., on subjects related to films in the State. It will also run an educational exchange program with national and international institutions.

19.4 Scholarship shall be provided to the students of the State for Film and Television Institute of India (FTII), Pune, Satyajit Ray Film and Television Institute of Kolkata, National School of Drama, Delhi and other equivalent reputed institutions getting admitted in degree courses. The terms/ conditions/ procedure for the scholarship shall be determined by the Film Facilitation Cell.

20. Qualification for State Cooperation:

20.1 Each production company that shall receive assistance under the Meghalaya Film Tourism Policy shall have to give credit to the State Government and Tourism Department in the film.

20.2 Logo of the State Government/ Tourism Department must be used in the credit list of Film/ TV show/ web-series/ OTT show and documentary/ Short Films.

20.3 Non-commercial exhibition rights of the documentary/short films subsidies by Meghalaya shall be exclusively given to the State Government/Tourism Department.

21. Commencement and Duration of the Policy

The “Meghalaya Film Tourism Policy 2025” shall come into effect from the day it is notified and shall remain in force up to and inclusive of five years, or until a new policy is announced by the Government of Meghalaya.

22. Environmental Sustainability

All approved film projects must comply with environmental regulations and follow sustainable filming practices, including waste management, minimal resource use, and site restoration. Non-compliance may lead to penalties or revocation of permissions.

23. Dispute Resolution:

Any dispute in policy implementation shall be resolved by the Empowered Committee. The decision of the committee shall be final and binding on all concerned.

24. Applicability

Any Subsidy under this policy shall be applicable strictly on a non-concurrent basis. Applicants shall not be permitted to avail benefits under more than one scheme or subsidy component simultaneously for the same project. Each application must specify a singular incentive category under which benefits are to be claimed.



DEPARTMENT OF TOURISM,
GOVERNMENT OF MEGHALAYA

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Email Id - content.hellomeghalaya@gmail.com

