

**DEPARTMENT OF TOURISM
GOVERNMENT OF MEGHALAYA**

Press Release

**Shri Conrad K Sangma, Hon'ble Chief Minister, unveils Draft Meghalaya
Film Tourism Policy 2025**

Shillong, May 3rd 2025: In a visionary step to harness the potential of the creative economy and promote Meghalaya as a premier film tourism destination, the Hon'ble Chief Minister, alongside the Hon'ble Minister for Tourism, officially unveiled the Draft Meghalaya Film Tourism Policy 2025 today. The announcement was made at a special gathering of filmmakers, content creators, and media stakeholders, underscoring the government's commitment to inclusivity and collaboration.



Stating that the government has put forth the draft of the film, tourism and creative media policy, he said, "We wanted to showcase the draft, and we want feedback from you. So, please tell us the areas where you feel things should be changed, improved. We'd like to incorporate your ideas so that we can ultimately come up with a very robust policy."

"There is a scope for a Film Institute in our own state of Meghalaya. I'm very keen that we should do it, we can be that center point where people will come and want to stay here, and making it also the hub for different activities. I would like to see that there is more support given for our local filmmakers."

The policy will soon be available on the Meghalaya One portal, with the government inviting public feedback until **June 20, 2025**, to ensure broad-based participation in shaping the final framework.

Aligned with Meghalaya's Vision 2032 to become a \$16 billion economy, the Film Tourism Policy is guided by three strategic pillars:

1. **Promoting Meghalaya as a Premier Film Tourism Destination**
Showcasing the State's natural beauty, heritage, and culture to national and international filmmakers.
2. **Strengthening the Local Film Ecosystem and Nurturing Talent**
Empowering local filmmakers, artists, and storytellers by providing infrastructure, upskilling opportunities, and visibility.
3. **Positioning Meghalaya as a Central Hub for Film Production in the North East**
Creating a competitive and filmmaker-friendly environment with financial incentives, institutional support, and streamlined facilitation.

The policy offers a wide range of benefits, including:

- **Financial incentives** of up to ₹1.5 crores for films in major Indian languages like Hindi, Tamil, Telugu, Malayalam, Kannada, and Marathi.
- **Special grants and subsidies** for productions that highlight Meghalaya's heritage, culture, and tourism.
- **Support for local content creators**, including training and upskilling programs.
- **Incentives for films premiering on Hello Meghalaya**, the State's official OTT platform, with added promotional and visibility support.
- **Encouragement of private investment** to establish studios, labs, and post-production infrastructure.

The Hon'ble Chief Minister also outlined a vision for the future, proposing the establishment of a **Film Institute** in Meghalaya and ensuring **film festivals** are rotated across districts like Tura and Jowai—not just in Shillong—so that all regions can participate in this cultural movement.



Highlighting the collaborative spirit of the initiative, National Award-winning filmmaker **Mr. Pradip Kurbah** remarked, “These steps are more than just government policies. They are laying the foundation for a sustainable film culture in Meghalaya. For many of us, this is the first time we truly feel there's a space for our stories here at home.”

He encouraged young filmmakers to stay authentic: “Don’t rush to follow trends. Stay true to your stories, and more importantly, stay true to your heart. Real cinema is about emotion, honesty, and human connection.”



The Draft Meghalaya Film Tourism Policy 2025 marks a significant milestone in the State’s journey to becoming a leading destination in the global storytelling economy. The Government of Meghalaya invites everyone—from industry professionals to citizens—to engage with the draft and help co-create a vibrant future for film in the State.

Sd/-

Director
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