



## ANDHRA PRADESH STATE FILM TELEVISION AND THEATRE DEVELOPMENT CORPORATION LIMITED

The Government of Andhra Pradesh has established the Andhra Pradesh State Film Development Corporation Limited on **10<sup>th</sup> October, 1975**, for the development of film industry in the State. The name of the Corporation has been renamed as **Andhra Pradesh State Film Television and Theatre Development Corporation** w.e.f. **13.11.1998**. The Government has nominated the Corporation as a single authority to coordinate and implement all the schemes/ matters relating to the promotion of film industry in the State.

Andhra Pradesh is the first State in the entire country to earmark 7% of the Entertainment Tax collected for the development of Cinematograph Films and Arts in the State.

### MISSION

To ensure and place Telugu Film Industry on firm footing along with Television and Theatre Arts in the State of Andhra Pradesh through sustained growth.

### CORE FUNCTIONS OF THE CORPORATION:

- To encourage for setting up of Business units of Cinematograph Trade and Industry including setting up of infrastructural units.
- To encourage establish and maintain Acting schools for imparting knowledge connected and allied to Cinema, Television and Theatre etc., in the State of Andhra Pradesh.

- To encourage growth of Film, Television and Theatre Arts in the State of Andhra Pradesh and conduct Nandi Award Festivals on regular basis.
  
- Function as a Single Window Agency of the Government for the redressal of grievances of Telugu Film Industry.

### **Details of Core functions:**

#### **1) To encourage for setting up of Business units of Cinematograph Trade and Industry including setting up of infrastructural units.**

The Government of Andhra Pradesh is sanctioning loans for construction of cinema halls, studios, and setting up of infrastructural units for the development of Telugu Film Industry in Andhra Pradesh.

### **LOANS TO CINEMA HALLS:**

The Government as part of encouragement to entrepreneurs in the state formulated a scheme for sanction of financial assistance for construction of cinema halls at Rural areas including Mandal Head quarters and semi-urban areas in the state, Cinema halls affected due to natural calamities are also supported with financial assistance.

The corporation has extended financial assistance of Rs.860.44 lakhs to 315 cinema halls in the state. In addition to above the corporation has sanctioned subsidy to 39 cinema halls at Mandal Headquarters and released an amount of Rs.26.18 lakhs.

The corporation has not sanctioned any loans for construction of cinema halls during the financial year 2013-2014 in General.

## **LOANS FOR SETTING UP OF STUDIOS AND INFRASTRUCTURAL UNITS:**

As a part of development of film industry in the State the Corporation has been sanctioning Loans for setting up of studios and other infrastructural units . The Government has also allotted land to the entrepreneurs for setting up of studios and infrastructural units.

The Government have sanctioned & released an amount of Rs.147.19 lakhs for setting up of eight studios and Rs.401.81 lakhs for sixteen infrastructural units.

The Government/Corporation have allotted 41.688 acres of land out of 50.00 acres for setting of studios and infrastructural units at Jubilee hills.

The Government have also allotted an extent of 34.50 acres of land at Banjara hills to different entrepreneurs for setting of studios, infrastructural units.

## **HOUSING FACILITIES.**

The Government have allotted an extent of 95.00 acres of land at Jubilee hills to the Film Nagar cooperative Housing Society for housing purpose.

For construction of flats for Low paid technicians and artisans of film industry an extent of 12 acres has been earmarked at Jubilee hills out of 50 acres.

## **INCENTIVES TO TELUGU FILM INDUSTRY**

### **i) ENTERTAINMENT TAX CONCESSION TO FILMS**

With a view to encourage the production and exhibition of films in Andhra Pradesh the Government have announced package of new incentives with rationalization of the system of levy of Entertainment Tax which came into force from 1.4.1990. The rates of E.T. have been revised from time to time to suit the requirement of Telugu Film Industry.

The rationalization of collection of Entertainment Tax and other aspects of the new package of incentives have received tremendous response from the Film Industry and the quantum of film production is increased.

All the Telugu feature films registered with the corporation, produced and released in the state are offered concession in Entertainment Tax @ 7% for Low Budget Telugu films, and @ 15% for High Budget Telugu films, subject to fulfillment of conditions as stipulated by the Government.

The Corporation has issued Low budget & High budget certificates to Telugu feature films under different schemes.

### **ii) SUBSIDY TO TELUGU FEATURE FILMS**

The objective behind this scheme is to see that more films are produced in the State of Andhra Pradesh, and that the infrastructural facilities within the State is utilised and that the concessions should be able to attract producers to come to the State for producing more and more films. The Government have ordered for restricting to six feature films for payment cash subsidy to low budget Good films selected as per G.O.Ms.No.233,GA(I&PR) Dept, dt.24.6.1998

## (a) CASH SUBSIDY TO GOOD FILMS PRODUCED IN THE STATE

Government have first introduced payment of cash subsidy of Rs.5 lakhs per film to Telugu feature films produced in the state, which are produced in accordance with the guidelines issued and adjudged as Good Film by a committee constituted for the purpose. The films produced, registered with the corporation and released from 1.1.1996 to 8.7.1999 are eligible under the scheme. [G.O.Ms.No.2 GA (I&PR) Dept. dt.2.1.1996. The committee is required to select a maximum of six feature films in a year.

Government have revised and ordered for payment of cash subsidy of Rs.10 lakhs for Low Budget Telugu feature films registered with the corporation from 9.7.1999, produced and released in the State and adjudged as Low Budget Good film by Low Budget Good Film Selection Committee constituted by the Govt.

[G.O.Ms.No.300, GA (I&PR) Dept.dt.9.7.1999 & G.O.Ms.No.93, GA (I&PR) Department, dt.10.3.2000]

As on 31.3.2007 an amount of Rs.20.36 Crores have been disbursed to 688 feature films, including Cash subsidy of Rs.99.95 lakhs paid to Children Film producers released in the State.

The Government have also constituted a committee for scrutiny and selection of Good films produced in the state and Low budget good films produced in the state including children films.

The Committees have seen the films eligible upto 31.3.2002 and have given their report. The Government have approved the recommendations of the Good Film Committee.

## (b) CASH SUBSIDY TO CHILDREN FILMS PRODUCED IN THE STATE

Initially the Government have vide G.O.Ms.No.1019, GA(I&PR) Dept, dt.23.11.1995 announced sanction Rs.5.00 lakhs per Children film produced in the State.

The eligibility of cash subsidy to Telugu Language Children film produced in the state has been enhanced to Rs.20.00 lakhs vide G.O.Ms.No.78, GA (I&PR) Department, dt.3.3.2000 and guidelines issued.

The Government have with effect from 14<sup>th</sup> November, 2001, ordered for payment of enhanced cash subsidy of Rs.35.00 lakhs to Telugu Children Films produced in the State vide G.O.Ms.No.219, GA (I&PR) Dept. Dated 15.5.2002.

- i) Sanction of Rs.20.00 lakhs cash subsidy to each of the Children film produced in the State for payment as under:
  - a) Rs.5.00 lakhs payable directly to the Laboratory on behalf of the Producer for making release prints.
  - b) Rs.15.00 lakhs payable directly to the Producer after release of the film with a minimum length of 9,000 ft, and with minimum 7 release prints.
- ii) Sanction of Rs.15.00 lakhs as additional incentive by way of Cash subsidy for the Children films produced in Telugu Language, subject to certification of Good film Selection Committee constituted by the Government for this purpose..

The Children film Script selection committee constituted; by the Government has been scrutinizing the Film scripts received and placing the cleared Scripts before the Corporation for approval.

The films of which Scripts are approved by the Corporation shall only be eligible for Registration with the Corporation for grant of incentives under Children Films scheme.

As on date 153 Scripts of Children Films have been received, out of which 16 (sixteen) scripts have been approved and eight films have been completed and released.

The Corporation has released Cash subsidy amount to Producers of 8 Children films including one under old scheme to the tune of Rs.99.95 lakhs

**2) To encourage establish and maintain Acting schools for imparting knowledge connected and allied to Cinema, Television and Theatre etc., in the State of Andhra Pradesh.**

The Corporation is planning to set up acting schools for imparting knowledge connected and allied to cinema, television and theatre etc in the State. Action will be initiated shortly.

**3) To encourage growth of Film, Television and Theatre Arts in the State of Andhra Pradesh and conduct Nandi Award Festivals on regular basis.**

## **1. NANDI AWARDS TO TELUGU FEATURE FILMS:**

- In order to encourage the production of films with high technical excellence and aesthetic values bearing cultural, educational and social relevance and also promoting the integration and unity of the nation, the Government has instituted the scheme of State Awards from 1964 onwards to the best films produced in Telugu language.
- The scheme was transferred by the Government to the Corporation during the year 1998 and since then the Corporation has been organizing film Awards presentation functions every year.
- The Corporation has conducted film awards presentation functions for the years from 1998 to 2011. The entries received for the year 2012 were screened before jury and the jury has submitted its report to the Government. The Awards function will be conducted soon.
- Notification calling for entries for the Nandi Film Awards for the year 2013 is yet to be issued.

## **2. N.T.R. NATIONAL FILM AWARD:**

- The Government have issued orders in G.O.Ms.No.647, G.A.(I&PR) Dept., dated 13.11.2006 the work relating to grant of NTR National Film Award has been transferred to the Corporation with immediate effect to take up presentation of awards during the Nandi Film Awards function every year after following due specified selection procedures. NTR National Film Awards given up to 2011.

## **3. NANDI AWARDS TO TV FILMS:**

- In order to encourage the production of TV Films in Telugu language with high technical excellence and aesthetic values bearing cultural, educational, and social relevance, the Government has instituted the scheme of State Awards during the year 1990.



- The scheme was transferred by the Government to the Corporation during the year 1998 and since then the Corporation has been organizing Film Awards presentation function every year. The Corporation has already conducted awards function for the years from 1996 to 2011. Entries for the year 2012 have already been received. The Selection Committee for selecting awardees is yet to be constituted.
- Notification calling for entries for the Nandi TV Film Awards for the year 2013 is yet to be issued.

#### **4. NANDI AWARDS TO THEATRE:**

- In order to encourage creative work in presentation of theatrical plays and to develop entire Telugu Theatre in a new direction with novel ideas and modern conceptions to make a mark of its own in the realms of National Theatre, the Government of Andhra Pradesh has permitted the Corporation to organize Nandi Awards to Theatrical plays during the year 1999.
- After introduction of the awards to theatrical plays the Corporation has already conducted awards function for the years 1996 to 2012.
- In addition, the Corporation has been staging the award winning plays in the various places in the State as well as outside the State.
- Notification calling for entries for the Nandi Theatre Awards for the year 2013 is yet to be issued.

#### **5. TELUGU NATAKA RANGA DINOTSAVAM:**

- The Government in its G.O.182, G.A.(I&PR) Dept., dated 15.04.2006 have issued orders declaring April 16<sup>th</sup> as Telugu Theatre Day (Telugu Nataka Ranga Dinotsavam) on the occasion of the birthday of Late Sri Kandukuri Veeresalingam Panthulu, who is the first generation modern Telugu Play Writer and also the First Director and Samajam Organizer.

- The Corporation has conducted Telugu Nataka Ranga Dinotsavam on 16<sup>th</sup> April 2007 at Ranvindra Bharathi, Hyderabad. All the theatre artistes assembled at the statue of Late Sri Kandukuri Veeresalingam Pabnthulu, Tankbund and offered floral tributes.
- A symposium was held during the forenoon and 'Kandukuri Visista Puraskaram' to seven reputed State level Theatre personalities together with a cash prize of Rs.10,000/- were given away in a colorful felicitation function organized in the evening. Similarly, five theatre personalities with a cash prize of Rs.2,500/- each were honored at the same time and staged theatrical Plays by local Nataka Samajams in all the districts.

## **6. PRATHIBHA RAJEEV PURASKARAM:**

- The Government have issued orders in G.O.Ms.No.647, G.A.(I&PR) Dept. dated 13.11.2006 the work relating to grant of Prathibha Rajiv Puraskaram has been transferred to the Corporation with immediate effect to take up presentation of awards after following due specified selection procedures. The Prathibha Rajeev Puraskaram for the year 2006 is yet to be given.
- The Government in its G.O. Ms. No.21, GA (I&PR.II) Department, dated 16.1.2007 and G.O.Ms.No.69, GA (I&PR.II) Department dated 12.2.2007 have constituted a committee for selection of panel of not exceeding six eminent and distinguished personalities of various fields of literature, Culture, and fine Arts, Science, Social Service and other fields like sports etc., whose contribution are outstanding and whose financial status is unsound for awarding "Prathibha Rajeev Puraskaram" for the year 2006.

**4) Function as a Single Window Agency of the Government for the redressal of grievances of Telugu Film Industry.**

**i) ISSUE OF SHOOTING PERMISSIONS TO PRODUCERS**

The Corporation has been authorised by the Government to issue shooting permissions to the producers for shooting of films at public places in state viz; roads, parks, reservoirs, dams etc.

**ii) The corporation is also issuing shooting permission to children film makers at free of cost for shooting at public places.**

**iii) On request from the film producers the corporation is making necessary recommendations for reduction of rates of Entertainment Tax and exemptions if any for the films.**

**iv) Granting of incentives to the Telugu films produced in the State and incentives include concession in entertainment Tax and sanction of cash subsidy to films.**

**V) PRODUCTION OF DOCUMENTARIES AND NEWSREELS:**

The Corporation produces Documentaries and newsreels on behalf of the Government of Andhra Pradesh. The 35mm films are released through commercial circuits of the Films Division, Government of India and 16mm reduction prints are exhibited in the rural areas through 16mm field units of information and Public Relations Department and other departments. Copies of the documentary films/newsreels on VHS format are released through field units of I&PR Department. The Corporation has produced video films on different welfare schemes for benefit of general public. These films are telecast over different channels in the State.

The Corporation has full-fledged production unit consisting of Arriflex cameras and editing, recording equipments which is utilised for production of documentaries and newsreels. The services of technicians are utilised fully to meet needs of production of documentaries and newsreels on different welfare schemes of Government.

The corporation has produced News reels titled “Varta Tarangini” and News Magazines titled ‘Varta Sanchika’ in addition to producing of documentary films on different subjects particularly welfare schemes announced by the Government and other departments.

## **OTHER FUNCTIONS**

### **a) FILM FESTIVALS:**

The Corporation actively hosting/participating in the International Film Festivals organized at New Delhi, Trivandrum, Calcutta and organising Telugu Film Festivals at Jaipur, Trivendrum, Calcutta and New Delhi. The Corporation has also organised Film Festivals like French Film Festival, SARC Film Festival, Chinese Film Festival, Australian film Festival. The Corporation has organised mini film festivals at Lalithakala Toranam and A.P.Bhavan, New Delhi in connection with AP Formation Day celebrations , Ugadi Festival celebrations etc

The Corporation has been Organizing biannual Internationals Children Film Festival in Hyderabad since 1995 The Corporation has successfully organised International Children Film Festivals during the years 1995, 1997, 1999, 2001, 2003 and 2005, 2007, 2009, 2011 and 2013.

### **b) SETTING UP OF FILMS ARCHIVES**

The Corporation is acquiring classic Telugu films, Award winning films including children films for the benefit of future generations and also reference library. The Corporation has so far acquired 16 classic films.

### **c) PREPARATION AUDIO CASSETTES IN CONNECTION WITH Rajiv Palle bata programmes**

The Corporation is supplying pre-recorded audio cassettes to I&PR Department while making the arrangements for writing of lyrics, recording of songs and duplication of cassette work on Rajiv Pallebata Programmes and Rajiv Nagarabata as per the instructions of CIPR on reimbursement basis..

**d) PRATHIBHA AWARDS:**

The Corporation has organised Prathibha awards function and awarded gold medals to the talented students on behalf of the Education Department.

**e) SCHOLARSHIPS:**

To encourage students hailing from Andhra Pradesh, who are studying in Film and Television Institute of India, Pune and Film and Television Institute of Tamil Nadu, Chennai, the Corporation is granting Rs.10,000/- per student per annum towards Scholarship.

**ISSUE OF NO OBJECTION CERTIFICATES:**

- f)** The Corporation is issuing No Objection Certificates to the Cinema Theatres for the purpose of obtaining B form license from the licensing authority and for renewal of B Form license from time to time and supplying approved films/newsreels/ documentaries to the cinema halls for showing before the main film.

**INTERNAL SOURCES:**

The Corporation is not depending on any financial help for meeting the expenditure towards administration and establishment expenditure of the corporation viz; salaries & wages, office maintenance, telephone, water, electricity charges, vehicles maintenance, taxes, depreciation etc. The Corporation is generating funds by way of collection of rents from the departments who have offices in the complex, income on schemes operated by corporation viz; registration of films, sale of applications, shooting permission fees, hiring of equipments, service charges on production of films on behalf of other departments etc.

## **STATE BUDGETORY SUPPORT:**

The Corporation has sent proposals to Government for providing Budget of Rs.655.15 lakhs for undertaking and implementing various schemes and activities.

## **BEST PRACTICES / SUCCESS STORIES**

Andhra Pradesh Government is encouraging the Telugu Film makers with incentives by way of grant of concession in Entertainment Tax and cash subsidy for low budget good films made in state. Only 7% tax is charged for low budget film which is considered lowest in the country. As part of encouragement to Low budget good film makers cash subsidy of Rs.10 lakhs per film is offered.

Special care is being taken to encourage production of Childrens films in Telugu language. The Childrens film makers are offered (1) shooting permissions free of charge (2) Cash subsidy to an extent of Rs.35 lakhs to children films released with minimum 7 prints (as against minimum 10 in normal course) and part of subsidy is sanctioned and paid to laboratory towards release prints cost.

For the sixth time consecutively after declaring Hyderabad as permanent venue for holding International Childrens film festivals. This is in addition to other International events conducted in A.P including film festivals.

As per the Govt. orders, the Corporation has allocated 10.17 acres of land at Jubilee Hills, Hyderabad, for establishing and construction of Children film Complex..

## **CORPORATION EMPLOYEES:**

The Andhra Pradesh State Film Television & Theatre Development Corporation Limited are having 30 employees including Managing Director, and Executive Director. A copy of the details of the employees are enclosed in **Annexure-III**.

No employees are working on contract basis and outsourcing basis in the Corporation as on today.

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**DETAILS OF THE OFFICERS / EMPLOYEES**

<b>S.No</b>	<b>Name of the employee</b>	<b>Designation</b>
1	Sri M.Dana Kishore, IAS.,	Managing Director
2	Sri JVS Sainath	Dy. Manager
3	Sri K.Ravindra	Asst. Manager (MD PESHI)
4	Sri M.Sreenivas Naik	Asst. Manager
5	Sri Y. Satyanarayana	Junior Assistant
6	Sri V.Srinivasa Charyulu	Typist.
7	Sri M. Balaraj	Attender
8	Sri M. Ravi	Attender (MD PESHI)
9	Sri P. Narasimhulu	Cleaner.
10	Sri V. Srinivasa Rao	Deputy Manager
11	Sri PVVS Guptha	Dy. Manager
12	Sri MVLN Sessa Sai	Deputy Manager
13	Sri M.Venkateswaralu	Asst. Manager
14	Smt Y.Gowri Kalyani	Dy. Manager
15	Sri T.Vimal Kumar	Asst. Manager
16	Sri M.D. VIJAY	Deputy Manager



17	Sri M.Dhanamjaya Rao	Manager (Tech.)
18	Sri S. Satyanarayana	Cameraman.
19	Sri J. Prasad	Assistant Cameraman.
20	Sri N. Sanjeev Kumar	Assistant Cameraman
21	Sri B. Jayaraj	Attender (Technical)
22	Sri N.V.K. Raju	Recordist (Sound Engineering)
23	Sri C. Srinivasulu	Sound Recordist.
24	Sri P. Siva Rao	Projectionist.
25	Sri B. Sudhakar	Assistant Projectionist
26	Sri R. Devsingh	Attender (Technical)
27	Sri B. Prasada Rao	Sr. Assistant Editor (Films)
28	Sri P. Karimulla Khan	Driver (Heavy)