



THE ASSAM GAZETTE

অসাধাৰণ

EXTRAORDINARY

প্ৰাপ্ত কৰ্তৃত্বৰ দ্বাৰা প্ৰকাশিত

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GOVERNMENT OF ASSAM
ORDERS BY THE GOVERNOR
CULTURAL AFFAIRS DEPARTMENT :: DISPUR

NOTIFICATION

The 29th March, 2018

No.CAD.220/2016/17.- The Governor of Assam is pleased to formulate the following Guidelines for assistance to entrepreneurs to establish new cinema halls and re-opening, renovation of closed and old cinema halls as per decision and approval of the cabinet with immediate effect:

GUIDELINES FOR ASSISTANCE TO ENTREPRENEURS TO ESTABLISH NEW CINEMA HALLS AND RE-OPENING/RENOVATION OF CLOSED AND OLD CINEMA HALLS:

1. Total Project cost Rs. 500.00 lakhs
2. Implementation model PPP.
3. Cost of one hall-to be worked out by Entrepreneurs individually.
4. Seating capacity of each Cinema Hall should be -150 to 300 Nos.
5. The distance between the screen and the 1st row of audience should be the half of diagonal length of screen.
6. Screen size should be in 1:2.35 proportion (where 1 is height of the screen and 2:35 is width of screen).
7. State Govt.'s share- As per decision of the Government.
8. Mode of release of money- Back ended subsidy.

- 1. BACKGROUND :** Regional films have always faced challenges as the Cinema hall owners (Exhibitors) and distributors take less initiative to screen Assamese films that are produced today. On the other hand, Assamese producers produce less Assamese films today as they feel very strongly about the lack of adequate numbers of cinema halls in Assam to screen the produced films.

Department of Cultural Affairs, Govt. of Assam have decided to intervene on the issue of improvement of the state of health of the Assamese cinema. In order to fulfil the long standing demands of the film producers, the State Govt. have taken steps towards establishing New Cinema Halls and renovation of Old Cinema Halls all over Assam. Department of Cultural Affairs intends to assist the entrepreneurs in the construction of new Cinema Halls and in Renovation of Old Cinema Halls in the Urban/Semi Urban/Rural areas where there is an audience and also a potential market for viewing Assamese cinema. Screening of Assamese films in these halls would be made mandatory.

- 2. DEVELOPMENT MODEL:** An infrastructure can be developed on the following lines.

Option : Govt. of Assam selects entrepreneurs having relevant exposure in media/cinema halls, etc. and extends financial assistance for such development based on certain commitments towards achievement of the objectives mentioned in the guidelines.

3. FINANCING MECHANISM:

- i) (a) Subsidy of maximum Rs. 50.00 lakh for reopening of closed Cinema Halls will be provided to the entrepreneurs.
- (b) Subsidy of Rs. 25.00 Lakhs for renovation of the existing/functional Cinema Halls and
- (C) Subsidy of 25% of Capital Cost for establishment of new Cinema Halls will be provided as per requirement for the growth of Regional Film Industry subject to an upper limit of Rs. 75.00 Lakhs.

All renovated works will be done as per APWD schedule of rates. A proper market rate analysis or rate approved by PWD will be required for the non scheduled items.

- ii) The State Govt.'s share will be provided in the form of back ended subsidy. Entrepreneurs so selected will first construct the new Cinema hall up to 25% of the work and then apply for Govt. assistance.
- iii) The tedious process of getting a subsidy should be replaced by a simple

mechanism. A strict timeline of, say, three to six months from the time of submission of subsidy claim to release of payment would be adhered to so that the entrepreneurs are assured of the funds to be received within a definite time frame.

4. OBJECTIVE OF THE SCHEME:

- i) To have more cinema halls for screening Assamese regional films.
- ii) To provide better environment for the people in the rural areas to view films.
- iii) To encourage local entrepreneurs.
- iv) To create more employment avenues.
- v) To help producers to have a wider base for screening their films for better return.
- vi) Emphasis will be given on the screening of Assamese and other local films in the cinema halls.

5. LOCATION SELECTION: Location selection is important and vital for successful implementation of this project. The location would be such that there is demand for Assamese Cinema in that area. Department of Cultural Affairs, Govt. of Assam will select locations based on relevance with the project needs.

6. SELECTION OF ENTREPRENEURS: Selection criteria of cinema hall owners are a critical part and will have the following aspects relevant to project.

A. ELIGIBILITY CRITERIA:

- i) Considerable experience in media business related to cinemas, minimum for the last 10 years, related business would imply.
 - Cinema hall/Cinema hall owners must reside within a distance of about minimum 50 km. from the chosen location.
- ii) Clear title land of area 01 Bigha (minimum) should be available in the name of the entrepreneur(s) for the construction of New Cinema Hall(s).
- iii) The eligibility criteria to select an entrepreneur should be having net worth of Rs. 1.00 crore for the last 3 consecutive years.
- iv) Entrepreneur should not be defaulter with any financial institution.
- v) Minimum resolution of images must be 2K (2000 pixels) which is the widely accepted norm. Hence appropriate projector must also be installed.
- vi) The construction of new cinema hall(s) should be as per local building laws and as per the Assam Cinemas (Regulation) Rules, 1960. The adherence to the norms must be exhibited by the intending parties.

7. SELECTION CRITERIA IN CASE OF NUMEROUS BIDDERS FOR THE SAME AREA:

The main objective of Govt. taking initiative in this kind of project is to promote Assamese and other local films. The entrepreneurs who have fulfilled the eligibility criteria will be given preference.

8. STAKE HOLDERS IN THE FILM INDUSTRY AND MANAGING THEM:

1. Cinema hall owners (Exhibitors)
2. Film Distributors
3. Film Producers
4. State Govt.

9. WAY FORWARD IN IMPLEMENTATION OF THE PROJECT (STEPS INVOLVED):

- i) Assam State Film (Finance & Development) Co. Ltd. will be the Nodal Organization for implementation of the projects.
- ii) The entrepreneurs will have to submit the drawing and estimate based on the technical parameters, screen, digital downloader, projection, etc. The design can be replicated which will bring about standardization of the Cinema Hall.
- iii) Selection of entrepreneurs through open bidding system for setting up of New Cinema Halls in the identified locations.
- iv) The MoU will have to be prepared after mutual agreement of both the public and private sector interests. This would enable a better business projection and incentivize the bottom-line objectives of the project. The “scope of Protection” of both the partners should be clearly documented in the MoU. Moreover, litigations that may arise later need to be fundamentally cleared at inception to avoid any dispute in the future. Specifically, the scope of protection should cover the following:
 - Operational issues.
 - Manpower planning in terms of issues like local employment generation, outsourcing requirements and specialist requirements.
 - In case of any litigation, location of the Court of adjudication will be Guwahati.

PREETOM SAIKIA,

Commissioner & Secretary to the Government of Assam,
Cultural Affairs Department.