

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 2857
TO BE ANSWERED ON 05.08.2026**

CONTRIBUTION OF MUMBAI AS FILM, TELEVISION, DIGITAL MEDIA AND BROADCASTING HUB

2857. SHRI SANJAY DINA PATIL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has undertaken any assessment of the contribution of Mumbai, as the country's film, television, digital media and broadcasting hub, to the growth of India's media and entertainment sector during the last three years;
- (b) if so, the details of scheme, financial assistance and policy initiatives implemented for promotion of film production, broadcasting infrastructure, digital media, animation, visual effects, gaming and content creation in Mumbai;
- (c) whether the Government has received representations from stakeholders regarding the need of modern media infrastructure, single-window facilitation and promotion of international film production in Mumbai and if so, the details thereof; and
- (d) the details of measure taken or proposed to be taken by Government to strengthen Mumbai's position as a global centre for media, entertainment, broadcasting and creative industries while promoting employment, investment and technological innovation?

**ANSWER
THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d):

Mumbai continues to be the country's leading hub for film, television, broadcasting, digital media and content creation, making a significant contribution to the growth of India's media and entertainment sector. No city-specific assessment has been undertaken by the Ministry exclusively for Mumbai. Further, permissions for downlinking of private satellite television channels are granted on a pan-India basis under the Policy Guidelines.

The Ministry of Information & Broadcasting has implemented the Development Communication and Dissemination of Filmic Content (DCDFC), a Central Sector Scheme, for the promotion of Indian cinema, film heritage and dissemination of filmic content. The Scheme comprises, inter

alia, International Film Festival of India (IFFI), Indian Film Promotion, Film Production, Domestic Film Festivals and National Film Heritage Mission (NFHM). The Scheme is implemented across the country, including for stakeholders in Mumbai, strengthening India's film ecosystem while enhancing the global reach and competitiveness of Indian cinema.

The Ministry has also taken initiatives such as the India Cine Hub (ICH), a single-window digital platform for filming permissions; the establishment of the Indian Institute of Creative Technologies (IICT) in Mumbai as the National Centre of Excellence for AVGC-XR and initiatives such as Audio-Visual Co-production Agreements and the World Audio Visual & Entertainment Summit (WAVES), which promote film production, content creation, investment, employment and technological innovation in line with the goal of promoting orange economy.

The Government maintains regular engagement with industry stakeholders and receives suggestions on media infrastructure, ease of filming, single-window facilitation and promotion of international film production, which are duly considered to strengthen the policy and facilitation framework. It also continues to support the media and entertainment ecosystem through global collaborations, promotion of Indian cinema at international film festivals and film markets, broadcasting reforms, skill development in emerging creative technologies.

Detailed information regarding the DCDFC Scheme, its components and various initiatives of the Ministry is available on the official website of the Ministry of Information & Broadcasting (<http://www.mib.gov.in>).
