

**GOVERNMENT OF MEGHALAYA  
TOURISM DEPARTMENT**

**NOTIFICATION**

Dated Shillong the 17<sup>th</sup> September 2026.

**No.TOURISM 22/2025/49** – In continuation to the Department's Notification No.Tourism 22/2025/1, dated 15.07.2025, the Governor of Meghalaya is pleased to make the following Amendments against the Clauses mentioned below in respect of the Meghalaya Film Tourism Policy 2025.

| Sl.No. | Existing Clause                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Proposed Amendment                                                                                                                                                                                                                                                                                                                                                                              |
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| 1      | <p><b>8.1.2(c), 8.1.4(b), and 8.3.2</b><br/>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 Lakhs (whichever is less) on the total sanctioned amount. The content will be eligible for priority placement and targeted promotional support.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>8.1.2(c), 8.1.4(b), and 8.3.2</b><br/>Projects that premiere on the Hello Meghalaya Platform – the State's official OTT platform – translated in at least 2 local languages will be eligible for an additional 10% subsidy or ₹10 Lakhs (whichever is less) on the eligible cost of production. The content will be eligible for priority placement and targeted promotional support.</p> |
|        | <p><b>Rationale</b><br/>The exclusivity requirement discourages filmmakers from premiering their content on <i>Hello Meghalaya</i>, as they often prefer larger platforms such as Netflix or Prime Video with greater reach. Consequently, many may opt out of releasing on <i>Hello Meghalaya</i>, defeating the intent of the provision. Further, removing the exclusivity condition will bring more quality content on the State's OTT and mandatory translation into local languages would improve accessibility and help the content reach a wider local audience.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2      | <p><b>Clarity on Incentives for Local Cinema</b><br/>Existing clause 8.1.3 states-<br/>"₹50 Lakhs will be allocated annually to 10 local filmmakers. (Khasi, Pnar and Garo). Each local filmmaker may avail this incentive only once every two years.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>Proposed Amendment</b><br/>Up to ₹50 Lakh or 50% of the total cost of the film (COP), whichever is less for the first 10 local films produced in Meghalaya. Each local filmmaker may avail this incentive only once every two years.</p>                                                                                                                                                  |
|        | <p><b>Rationale</b><br/>It is unclear whether the amount of 50 Lakh is for each eligible applicant or for 10 local films cumulatively. Also, it is unclear that what percentage of the cost of production shall be granted as incentive. This amendment will provide clarity to the applicants and convey the true intent of the clause.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3      | <p><b>Additional Provisions Proposed under Annexure B: Eligibility criteria for Incentives under the Meghalaya Film Tourism Policy 2025</b><br/>The amended policy shall further include following provisions under General Eligibility of Annexure B.</p> <p><b>1.8. Eligibility for incentives under Clause 8.1 (National/International Feature Films):</b><br/>To qualify for incentives under Clause 8.1, a feature film must either be released in at least 100 theatres across India or be released on a globally/nationally recognized OTT platform.</p> <p><b>1.9. Eligibility for incentives under Clause 8.3 (Web Series/Original Shows):</b> To qualify for incentives under Clause 8.3, a web series/ original show must be released on nationally or globally recognized OTT platform.</p> <p><b>1.10.</b> All productions receiving support under the policy shall prominently acknowledge the Government of Meghalaya and Department of Tourism during film credits and promotional activities.</p> <p><b>1.11.</b> International productions shall obtain all statutory approvals from the Government of India, including permissions from the Ministry of External Affairs and Ministry of Information and Broadcasting, wherever applicable.</p> |                                                                                                                                                                                                                                                                                                                                                                                                 |

The above proposed Amendment shall be effective immediately.

  
 ( Dr.Vijay Kumar.D.IAS)  
 Commissioner & secretary  
 Government of Meghalaya  
 Tourism Department

Dated Shillong the 17<sup>th</sup> September 2026.

1. The Hon'ble Chief Minister of Meghalaya for kind information.
2. P.S to the Minister i/c Tourism Department Govt of Meghalaya for kind information.
3. All Cabinet Ministers, Govt of Meghalaya, for kind information.
4. P.S to the Chief Secretary, Govt of Meghalaya for kind information.
5. The Commissioner & Secretary, Govt of Meghalaya, Tourism/PIP &SD Department.
6. The Joint Chief Executive Officer, Meghalaya Investment Promotion Authority, Shillong.
7. The Chief Administrative Officer, Meghalaya Investment Promotion Authority, Shillong.
8. The Director of Arts & Culture, Meghalaya, Shillong.
9. The Director of Tourism, Meghalaya, Shillong for kind information *with a request that the proposed Amendment may kindly be incorporated in the Film Policy*
10. The Director of Information & Public Relation, Shillong.
11. The Chief Administrative Officer, Meghalayan Age Ltd, Shillong for information & necessary action.
12. The Deputy Director of Tourism, Shillong *with a request to upload the Amendment in the Meghalaya Tourism portal for publicity.*

By order etc;



(Smti C.S.Khongwir)  
Joint Secretary to the Govt of Meghalaya  
Tourism Department.