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Press Release

Kerala Tourism to join hands with the film industry

Thiruvananthapuram, April 23: Kerala Tourism's Visit Kerala campaign has taken a path-breaking initiative to join hands with the film industry for film tourism, a growing phenomenon worldwide that could promote Kerala's picturesque tourist destinations through movies.

"With this collaborative initiative, Kerala tourism can tap maximum potential out of film tourism using the Indian film industry which has a production turnover of over Rs 1200 crores per year," said Kerala Tourism Minister Shri A P Anil Kumar at a meeting held with the representatives of film fraternity from Film Employees Federation of Kerala (FEFKA), Malayalam Cine Technicians Association (MACTA) and Kerala State Film Development Corporation Ltd. (KSFDC).

KSFDC has got nod for a single window clearance system from the government for shooting purposes.

"Unlike other southern states, Kerala poses some restrictions in filming certain key areas which comes under Forest, Cultural, Archaeological, and Irrigation Departments. The film fraternity will discuss these issues with the respective ministers to formulate a one-stop solution," said the minister.

"The representatives of the film industry have offered support in all international and domestic promotional activities carried out by the tourism department," said Kerala Tourism Director, Shri P. I. Sheikh Pareeth.

"Necessary actions will be prepared to ensure smooth functioning of shooting films at around 100 destinations in Kerala which comes under tourism department," he said.

Kerala Tourism Secretary, Shri G. Kamala Vardhana Rao pointed out that the Government of India is also supporting this initiative in full strength.

"Kerala's pride events like Nehru trophy boat race and Thrissur *Pooram* could be casted in any Indian movies which are the best suitable medium to showcase these events to worldwide. In this manner, both film and tourism industry can go hand-in hand," he added.

Other dignitaries who were present are Principal Secretary, Labour and Skills, Shri Tom Jose IAS, General Administration Secretary, Shri K R Jyothishilal IAS, representatives of film fraternity including Shri Aroma Mohan, Shri Fazil Kattungal, Shri Kamal, Shri B Unnikrishnan, Shri Kireedam Unni, and Shri G Suresh Kumar.

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