

2017

PRODUCERS' WORKSHOP



film bazaar



by NFDC



Introduction to Producers' Workshop

The Producers' Workshop is designed to help emerging producers cultivate a sense of vision to maintain a fine balance between the creative and financial aspects of filmmaking.

This year we have created a separate knowledge sharing and mentorship space for young student producers. It hopes to provide to aspirants an overview of the challenges as well as the opportunities that the Producing Scape offers to the students of cinema in both mainstream as well as Indie spaces. Spread over five days, the Workshop involves multiple sessions on the different facets of producing films, conducted by key industry experts and professionals.

In previous years, sessions have been focused on the role of a producer, the development process of a film, raising finances, international co-productions, international sales, and alternative marketing and distribution platforms. This year there are special sessions around emerging film technologies, the various stages of filmmaking and its eventual distribution and exhibition. Each session is intended to involve the participants in an intense interactive session at the end wherein participants could ask questions related to their pitches.

Additionally , a very special part of the Producers Workshop this year is Film Bazaar's collaboration with Institut Français in India / Wonda VR, France, on their 48hr VR project.

As always, the end "deliverable" and take-away for each participant at the end of the Workshop this year will be a pitch session of their own project presented in front of a panel of three mentors.

Producers' Workshop Team 2017

PRODUCERS' WORKSHOP / DAY 1

MONDAY,
NOVEMBER 20

TIME	SESSION	SPEAKERS	PG
9:15 AM-09:30 AM	Orientation	Anupama Bose, Programmer, Producers' Workshop	
9:30 AM-10:15 AM	The Producers' Dilemma - Making Choices	Marten Raberts, Head, Eye International	36
10:30 AM-12:00 PM	FFO Session - Permissions, Subsidies, Tax rebates & working with Nodal Officers	Vikramjit Roy, Head - Film Facilitation Office of M/o I&B at NFDC	36
12:15 PM-1:00 PM	Mounting & Pitching the Independent film - Producer as an Entrepreneur	Ruchi Bhimani, Producer, One-Eyed Turtle films	37
1:15 PM-2:00 PM	Mounting a Mainstream Indian Production	Miriam Joseph, Producer	38
2:30 PM - 3:15 PM	Film Funds for Indian & Asian Filmmakers - Eligibility criterion , Partnerships & Collaborations, Paperwork & Setting up of Project	Ilann Girard, Managing Director, OLFFI , Miriam Joseph, Producer	38
3:30 PM - 4:15 PM	Designing a Good Pitch - Focus : Soft Money, Back End Deals & Sourcing Talent	Guneet Monga, Producer	39
4:30 PM-7:30 PM	Orientation - 48hr VR Project	Arnault Labaronne, Mentor & Artistic Coach	39

PRODUCERS' WORKSHOP / DAY 2

TUESDAY,
NOVEMBER 21

TIME	SESSION	SPEAKERS	PG
10:00 AM - 12:15 PM	48hr VR Project	Arnault Labaronne, Mentor & Artistic Coach	40
12:45 PM - 1:00 PM	A Rendezvous with your Lunch Hosts - Uttar Pradesh	Avinash Awasthy, IAS Principal Secretary of Information and Tourism, Chairman - Film Bandhu, CEO - UPEIDA	7
1:00 PM - 1:45 PM	The Sales Pitch - Meet the Sales Agents	Jennifer Ishikata, Shoreline Entertainment Anne Sophie Lehec, Asian Shadows Mike Dougherty, Radiant Films Laurent Danielou, Loco Films	8
2:00 PM - 3:00 PM	The Screenwriters' Lab Pitch - Part 1	Urmi Juvekar, Head, Development & Production, NFDC	41
3:15 PM - 7:00 PM	48hr VR Project	Arnault Labaronne, Mentor & Artistic Coach	40

PRODUCERS' WORKSHOP / DAY 3

WEDNESDAY, NOVEMBER 22

TIME	SESSION	SPEAKERS	PG
10.00 AM - 1:30 AM	48hr VR Project	Arnault Labaronne, Mentor & Artistic Coach	40
2.00 PM - 3.00 PM	The Screenwriters' Lab Pitch - Part 2	Urmi Juvekar, Head, Development & Production, NFDC	41
3:15 PM - 4:15 PM	Passion For Cinema	Rasika Dugal, Actress Shlok Sharma, Filmmaker, HaramKhor, Zoo Rima Das, Filmmaker, Village Rockstars Pushpendra Singh, Director, Ashwathama, Lajwanti	15
3.15 PM - 7.00 PM	48hr VR Project	Arnault Labaronne, Mentor & Artistic Coach	40

PRODUCERS' WORKSHOP / DAY 4

THURSDAY, NOVEMBER 23

TIME	SESSION	SPEAKERS	PG
10.00 AM - 10.45 AM	The Importance of a Film Market & Navigating It - Building a Producers' Mind & Skillset	Manas Malhotra, Head of Production, Amazon Prime Video	41
12.45PM - 1.30PM	Innovative Outreach and Monetisation Opportunities for Indie Filmed Content	Sandeep Mohan, Filmmaker ; Saurabh Singh, CEO, 1018mb Lijo Jose Pelissery, Filmmaker ; Priyadarshi Rishiraj, Moviesaints.com ; Vivek Paul, CEO, Reelmonk Rohan Sippy, Filmmaker, Producer	19
2.00PM - 2.45PM	The Round Table	Manas Malhotra, Head of Production, Amazon Ruchi Bhimani, Producer, One-Eyed Turtle Films Miriam Joseph, Producer Vikram Malhotra, Producer, Abundantia Entertainment Guneet Monga, Producer	42
3.00PM - 3.45PM	Pitching to Sales Agents & Festival Programmers	Michael Werner, Film & Media, Strategic Consultant Alan McAlex, Producer, JAR Pictures	42
3.15 PM - 4.00 PM	Film Festivals and Markets - Exploring Audiences & Business and Outreach Opportunities	Deepti DCunha, Festival Programmer Marco Muller, Festival Director, PYIFF Cameron Bailey, Film Critic & Artistic Director, TIFF	21
4.15 PM - 4.45 PM	DayDream with Google	Chaitanya Chunduri, Country Lead - India, AR/VR, Google India	22
5.15 PM - 6.15 PM	Showcasing Cinema of the North East- From Indie to Industry	Pradip Kurbah, Filmmaker Kenny Basumatary, Filmmaker Dominic Sangma, Filmmaker Jaicheng Duhutiya, Filmmaker Anushka Meenakshi, Filmmaker Iswar Srikumar, Filmmaker Raam Reddy	23

PRODUCERS' WORKSHOP / DAY 5

FRIDAY, NOVEMBER 24

TIME	SESSION	SPEAKERS	PG
10.30 AM - 1:45 PM	Participant Pitch and Feedback	Miriam Joseph, Producer Manas Malhotra, Head of Production, Amazon Prime Video Philippa Campbell, Producer	43
2.00 PM - 2.45 PM	The Business of Content - Ownership vs Work For Hire	Madhu Gadodia, Equity Partner (B.HSc, LLB) Naik Naik & Co. Datta Dave, Partner, Tulsea	27
3.00 PM - 4.00 PM	From Free Downloads to the Biggest Revenue Generators for an Indie Film - the YouTube Business Story	Satya Raghavan, Head - Content Operations, YouTube India	28
4:15 PM - 5.00 PM	Artificial Intelligence and the Art of Content Creation	Jack Zhang, Founder, CEO , Greenlight Essentials Sudhir Mishra, Filmmaker	29
5.00 PM - 7.00 PM	Showcase - 48hr VR Production Project	Arnault Labaronne, Mentor & Artistic Coach	43

Speaker

Miriam Joseph, Producer

The Producers' Dilemma - Making Choices

The Producer is forever making choices – right from what content to produce, to deciding on the talent and the best way to mount the film? But it all starts with the right script.

As the opening session of the Producers Workshop, Miriam shares her perspective and experience from developing and mentoring scripts and films as they plan their festival and film market journeys.



Miriam JOSEPH

Educated in India and Britain, Miriam, after finishing film school at London University, started her career at BBC UK and went on to become a broadcast journalist and producer with them. Over the next 12 years, she worked for international television broadcasters like Channel 4, PBS, Canal Plus, The History Channel, producing political and history documentaries. She moved to Mumbai from UK and joined Farhan Akhtar and Ritesh Sidhwani's feature production house Excel Entertainment. First as Excel's Executive Producer and then its CEO, she delivered some of the most gamechanging production values seen in mainstream Hindi Cinema. As a member of the academic council of SRFTI in Kolkata, she was instrumental in putting together the Producing Masters Diploma Program.

Mounting & Pitching the Independent film - Producer as an Entrepreneur

The independent producer or the filmmaker with a Big Idea – both need to plan and strategize like entrepreneurs. From sourcing to pitching to finally making & releasing the film – the entire process is about building a perception about your project – that the Big Idea is truly the Star! In the case of Independent projects, the mounting is often with limited resources at one's disposal. How does one strike that fine balance is what independent producer and film entrepreneur Ruchi Bhimani will share with the forum

Speaker

Ruchi Bhimani, Producer, One - Eyed Turtle films



Ruchi BHIMANI

In the course of her career in production spanning over two decades, Ruchi has been involved with several landmark films like Rakesh Sharma's 'Final Solutions', Q's 'Love in India', and Prashant Bhargava's 'Patang'. She worked closely as a Producer with Anand Gandhi for his debut film, 'Ship of Theseus', and 'An Insignificant Man'. Ruchi is the 2014 recipient of San Francisco Film Society's International Producer Fellowship and has also been named as one of the Future Leader Producers by Screen International in their edition at the Cannes Film Festival in 2015.

Ruchi's current position is as the Outreach Director for TATA Trusts presents Good Pitch India (initiated globally by Doc Society and Sundance), and hosted by Indian Documentary Foundation.

Mounting a Mainstream Indian Production

Speaker
Miriam Joseph, Producer

The big moneyed star driven film might seem like the ultimate in resource availability but it actually is still about managing the best possible results with the available resources!. Miriam Joseph who has worked with some of the biggest names in the industry and mounted multiple prestige projects can attest that the higher the stakes, the more diverse the opinions on risk assessment and management Sheshares her insights into how one shapes the project and retains its intended vision I in such a challenging environment.



Miriam JOSEPH

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In Conversation

Ilann Girard, Managing Director, OLFFI

Miriam Joseph, Producer

Film Funds for Indian & Asian Filmmakers

The session is an introduction for the participants into the world of public funds and an in-depth look into the eligibility criterion required to enable Indian and Asian filmmakers to avail them. Ilann Girard guides the participants through the OLFFI database. This will be followed by a conversation between him and Miriam Joseph on how one can choose a relevant or 'Right Fit' project, groom oneself, create the right pitch and build the partnerships and collaborations to set up such a project.



Ilann GIRARD

Ilann is a founding partner of OLFFI.com, the largest database and toolbox of public funding, servicing more than 50,000 films and TV professionals. He also started ARS AM, a consultancy firm in 2001 and ARS AM INTERNATIONAL a Paris based Production Company in 2003. He has been an executive producer for various movies such as 'Renaissance', 'March of the Penguins' and 'Plastic Planet'. His production ventures such as, 'Goodbye Bafana', bagged a Cinema for Peace Award at the Berlinale in 2007, and 'Lebanon' that won a Golden Lion in 2009.



Miriam JOSEPH

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Designing a Good Pitch - Focus : Soft Money, Back End Deals & Sourcing Talent

Co - Productions are not only about hard cash or capital coming in. There have been many successful collaborations that have been set up where it was the resource management that built the film – through production right upto realizing its monetization potential. Guneet Monga – the mind behind films like 'The Lunchbox' – shares her insights into the world of Soft Money, back end deals and sourcing Talent to realise that one Big Idea film.

Speaker
Guneet Monga, Producer



Guneet MONGA

Voted as one of the top 12 women achievers in the Global Entertainment industry by 'The Hollywood Reporter' and among the top 50 Indians changing India by 'India Today', Guneet has been a force to reckon with and a game - changing producer in Indian cinema. She has since been associated with a number of path - breaking films in India, 'Say Salaam India' being her first venture as a Producer followed by 'Dasvidaniya'. Since then she has produced over 20 critically acclaimed films like the 'Gangs of Wasseypur' I and II, 'Monsoon Shootout' and 'Peddlers'. In 2013, Guneet produced 'The Lunchbox', which became a global sensation after premiering at Cannes Film Festival and grossed over 23million USD in global box office.

Orientation - 48hr VR PROJECT

A very special part of the Producers Workshop this year is Film Bazaar's collaboration with Institut Français in India / Wonda VR, France, on their 48hr VR project. The project introduces young producing talent to VR technology and empowers them with tools and mentorship by artistic coach Arnault Labaronne to create write, shoot, stitch and distribute a Cinematic VR experiences in less than 48 hrs! The VR Hackathon at the Film Bazaar has a fitting finale in the exhibition of the VR content created by the Producers' Workshop attendees. Given the dynamic nature of the content universe and its interface with technology today this integration comes as a very timely value add to the Producers Workshop.

Speaker
Arnault Labaronne, Filmmaker, Artistic Coach WondaVR



Arnault LABARONNE

Arnault Labaronne started his career as a fiction film director. He directed his first 35mm short film, APPEL D'AIR in 2001. It was the first step into fiction film exploration of genres in 10 short films that have been selected in more than 60 international film festivals and have won ten prizes. Arnault's innovative approach to both subject matter and artistic choices remains utterly eclectic.

He worked for Ubisoft AAA games for 5 years, working as a creative director on Naval Action and The Crew Wild Run. He was also a Cinematic Director on naval parts of 'Assassin's Creed', 'Driver San Francisco' and 'Far Cry 3'. He aimed at creating systemic narration, reinforcing the emotion and the immersion of the gamer experience.

Mentor

Arnault Labaronne, Filmmaker, Artistic Coach, WondaVR

48Hr VR Project

Tuesday, November 21, 2017

10.00 AM – 12.15 PM

3.15 PM – 7.00 PM

Wednesday, November 22, 2017

10.00 AM – 1.30 PM

3.15 PM – 7.00 PM

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Screenwriters' Lab Pitches - Part 1 & 2

Sixteen projects mentored at the NFDC Screenwriters' Lab and Screenwriters' Studio will present their video pitches. Projects are at the script stage, and are seeking producers, financiers.

Moderator,
Urmi Juvekar, Head of Development & Production, NFDC



Urmi JUVEKAR

Urmi Juvekar has written seven feature films including Oye Lucky, Lucky Oye and I AM – both winners of the National Award for Best Film – and Shanghai. She worked as a creative producer with the critically acclaimed film, 'Love, Sex Aur Dhokha'. Her latest film is 'Detective Byomkesh Bakshi'. An alumnus of the Binger Film Lab, Urmi has also been involved with NFDC since 2011 and currently heads Development & Production departments.

The Importance of a Film Market & Navigating It - Building a Producer's Mind & Skillset

Film Markets are endless labyrinths till you understand and appreciate that you need to have a definitive strategy to negotiate your path through one. Manas Malhotra – with his years of having done business across leading film markets and having been the Co - Director of Film Bazaar – shares his insights into how an independent producers research, prepare, prioritize and successfully optimize his time at a Film Market.

Speaker
Manas Malhotra, Head of Production, Amazon Prime Video



Manas MALHOTRA

Manas has more than 14 years experience in film development, production, marketing and distribution in India and is currently working as Head of Production at Amazon Prime Video, India. He has worked as Production Consultant at Fox Star Studios (India) and prior to that as Executive Producer with Bharatbala Productions.

Manas recently started his own company, Banyan Tree Films, and is producing three documentaries titled, 'THE BOLLYWOOD PROJECT', 'MAIDAAN' & 'UP DOWN & SIDEWAYS'. He also released the highly acclaimed sports documentary 'FIRE IN BABYLON' in theaters across India. Manas has also produced a feature film 'JUGNI', which released in theatres nationwide in January 2016. Manas was the Co-Director of Film Bazaar, an annual film trade event organized by NFDC in Goa, from 2013-16.

Thursday, November 23, 2017
10.00 AM – 10.45 AM

THE ROUND TABLE

The session gives you an opportunity to have one on one interaction with different mentors who are experts in the business of filmmaking. This is a chance to ask questions, share ideas, and learn from the mentors

Thursday, November 23, 2017
3.00 PM – 3.45 PM

In Conversation

Michael Werner, Film & Media Strategic Consultant
Alan McAlex, Producer

Pitching to Sales Agents & Festival Programmers

Sales Agents and Festival Programmers from across the world are sensitive to content from across cultures. And they choose and often mentor a film on its journey. But how does one ensure that they get down to noticing your film? Is there an ideal pitch? Does every film have the potential to make it to an international market or a film festival. Are there any specific niches for genre films? All this and more with the man who has seen it all – Michael Werner. In conversation with Alan McAlex of Jar Pictures - one of the finest producing minds in the country with a very keen eye for content.



Michael WERNER

Michael J. Werner is a long - time veteran of the movie sales business, with nearly 30 years of experience in international film sales and consulting, specializing in the Asia - Pacific region. He joined Fortissimo Film Sales as an external consultant in 1995 and in 2000 became a partner in the company. Werner had a prior focus on big commercial films handling such titles as 'Die Hard 3', 'Talk Radio' and 'Evita'. As a media consultant his clients included 20th Century Fox International, IBM, Polygram and The Sunshine Group/CineAsia. In 2005 Werner was awarded a Silver Hugo for his contribution to world cinema by the Chicago Film Festival and in 2006 and a Golden Kinnaree for their contribution to Asian cinema by the Bangkok Film Festival.



Alan MCALEX

Alan McAlex is a partner at Jar Pictures - a film production professionals with a wide body of experience across independent cinema, arthouse films and commercially successful Bollywood hits. Jar Pictures produced the much awarded Liar's Dice, selected for Sundance 2014, India's official entry for Best Foreign Language Film for the 87th Academy Awards, Avinash Arun's debut Killa (The Fort), winner Crystal Bear in generation Kplus at 2014 Berlinale and The New Classmate premiered at the BFI London Film Festival. Their latest feature Gurgaon recently had a successful theatrical release.

Participant Pitch And Feedback

Each participant delivers a 4 minute pitch of their project to a panel of mentors and receives instant feedback on the quality and effectiveness of the pitch

Accessible to all delegates

Showcase - 48Hr VR Project

This is the Grand Finale of the 48hr VR project at this year's Producers Workshop. The showcase of the VR experiences that have been created by the participants of the workshop, mentored by artistic guide Arnault Labaronne and facilitated by Film Bazaar in collaboration with Institut Français in India / Wonda VR, France



सत्यमेव जयते

Ministry of Information and Broadcasting