



by NFDC

2022

PRODUCERS' WORKSHOP



Welcome to Film Bazaar 2022

At NFDC Film Bazaar 2022, we are delighted to present yet another edition of Producers' Workshop - a segment as challenging as film producing itself. This year, the Producers' Workshop has been remodeled to be more inclusive to all forms of film production. We have exclusive sessions on indie features, studio productions and episodic formats of film production. This year's workshop includes 26 participants representing varied backgrounds. The program carries forward the format of exclusive group-based mentor support. Getting exclusive sessions with a diverse set of mentors in a roundtable setting will ensure participants get the exclusive access to the industry. The mentors in the Producers' Workshop are not only committed to offering feedback on the projects but are also keen on answering any questions that will help the participants make their projects more viable.

To enhance the odds of success for the participants, masterclasses by industry experts will help participant producers with the knowledge that seems ever elusive to an indie filmmaker. A deep dive into all facets of their job role viz, crafting effective pitches, mounting projects, developing scripts, raising funds, understanding co-productions, organizing festival runs, and sales & distribution will help participants see their projects in an objective light.

Over the years, Film Bazaar has become the most sought after platform for South Asian film makers to find funding, collaborators and support. We are proud to acknowledge that films presented at the previous editions of the Bazaar, whether at script, project, or rough-cut stage, have gone to receive national and international acclaim. The Bazaar has also emerged as a focal point for festival directors, programmers, and sales agents to find fresh voices from South Asia.

Here's looking forward to yet another exciting and successful edition of Film Bazaar.

Film Bazaar Producers' Workshop Team

Leena Khobragade, Director, NFDC Film Bazaar

Vivek Kunwar, Manager, Producers' Workshop

SCHEDULE

20 November 2022 Sunday

14:00 - 14:15 Hrs	Orientation and Welcome	Vivek Kunwar, Manager, Producers' Workshop
14:15 - 14:20 Hrs	Introduction to the Workshop	Leena Khobragade, NFDC Film Bazaar
14:25 - 15:25 Hrs	Introduction of Participants	
15:30 - 17:00 Hrs	Introduction to Projects by Participants	
17:10 - 17:55 Hrs	Crafting a Perfect Pitch for your Projects	Dominique Welinski
18:00 - 18:45 Hrs	Staying Ahead of the Markets, and Creating Content that Sells	Patrick Mao Huang

Knowledge Series, The Grand Ball Room
 Group Mentoring & Tutor Sessions

21 November 2022 Monday

10:15 - 12:30 Hrs	Open Pitch Co-Production Market	
12:35 - 13:10 Hrs	Open Pitch Screen Writers' Lab	
14:25 - 15:10 Hrs	Group Mentoring Session - 1	
15:20 - 16:05 Hrs	Mounting an Indie Feature	Onir
16:15 - 17:00 Hrs	Understanding project feasibility	Aditi Anand
17:15 - 18:00 Hrs	The Journey of a Studio Backed Production	Rick Ambrose
18:15 - 19:00 Hrs	Case Study "Girls will be Girls"	Claire Chassagne

 Knowledge Series, The Grand Ball Room  Group Mentoring & Tutor Sessions

22

November 2022

Tuesday

10:00 - 12:00 Hrs	Film Bazaar Recommends	Deepti DCunha, Programmer & Curator
12:10 - 12:55 Hrs	Setting up your Film Project for Success	Marten Rabarts & Ketki Pandit
14:00 - 14:45 Hrs	Accessing Public Funds for Independent Projects	Illan Girard, Chairman, OLFFI
15:00 - 15:45 Hrs	Group Mentoring Session - 2	
15:50 - 16:35 Hrs	Working with writers	Ketki Pandit
16:45 - 17:30 Hrs	Understanding international co-productions	Jeremy Chua
18:00 - 18:45 Hrs	Final Draft	

Knowledge Series, The Grand Ball Room
 Group Mentoring & Tutor Sessions

23

November 2022
Wednesday

10:00 - 10:45 Hrs	Group Mentoring Session - 3	
10:50 - 11:50 Hrs	Group Mentoring Session - 4	
12:00 - 12:45 Hrs	Navigating Film Festivals	An exchange of ideas with Deepti DCunha and Paolo Bertolin
12:45 - 13:30 Hrs	Monetizing your Film	Swaroop Chaturvedi
14:30 - 15:15 Hrs	Startup India –Regional is the New Global	
15:30 - 17:30 Hrs	Speed dating with publishers/ authors/litrary agents	
18:00 - 19:00 Hrs	Journey of an episodic OTT show	Apoorva Bakshi

 Knowledge Series, The Grand Ball Room  Group Mentoring & Tutor Sessions

24 November 2022 Thursday

10:00 - 10:45 Hrs	Getting things done - a line producer's perspective	Deborah Banatter
10:50 - 11:35 Hrs	Cracking Distribution Deals	Manuel Attali
11:45 - 12:45 Hrs	State Incentives & Subsidies	
14:15 - 15:15 PM	Participant Pitches - 1	
15:30 - 16:30 PM	Participant Pitches - 2	
16:30 - 17:00 PM	Feedback Session with Mentors	
17:15 - 18:15 PM	Southern Cinema Brings Post Pandemic Cheer	

Knowledge Series, The Grand Ball Room
 Group Mentoring & Tutor Sessions

MENTORS & TUTORS

Group A**Judy Gladstone**

Ahir Saarang G
Aswathi Naduthodi
Bhuwan Somani
Gaurav Saxena
Jayesh Jaidka
Karthik Deepak
Chandramohan
Lakshmi Vemuri

Group B**Sunder Aaron**

Mahjabin Reza Choudhury
Md Assaduzzaman
Meghraj Kalshetti
Nandan Saxena
Naveed Khan
Naveen Kumar J
Payal Davda

Group C**Ketki Pandit**

Priyansh Jora
Raj Vasant
Remon Hossain
Sridhar Moorthy
Sukrit Chandhoke
Suruchi Sharma

Group D**Orly Ravid**

Tanveer Hossain
Thani Mudaliar
Vigneshwar PR
Vikas Kumar
Visvesh Singh
Yamini Rao



Judy GLADSTONE

Canada

Judy has an extensive background in overseeing the growth of not-for-profit organizations in the public and private sectors. She is a strong innovator, leader, risk taker and bridge-builder.

Judy's peers have recognized her entrepreneurial and leadership skills with awards from Canadian Women in Communications, Women In Film and Television and Luminato.

She specialized in creating new public-private partnerships; public - and private-sector grants; television, film, and new media funding and production.



Sunder AARON

India

Sunder is the Managing Partner of Locomotive Global, where he incubates and invests in original content, new media and entertainment & consumer product-driven businesses.

Sunder is also the co-founder and managing director of "The Q India", a programming service and network for digital platforms (mobile, OTT streaming) and television created for Young Indians 20 to 30 years old. The Q is programmed using premium content created by India's leading digital creators, and is available across multiple digital platforms, and on Tata Sky, Airtel Digital TV, and select cable operators and MSOs.



Ketki PANDIT

India

Ketki Pandit is a writer, filmmaker and educator. She has been teaching screenwriting at FTII since 2009, and currently the Honorary HOD and course mentor at FTII's Screenplay Writing department. An alumna of New York University's Tisch School of The Arts, and Film and TV Institute of India's Screenplay Writing department, Ketki has made six short films and worked on over forty film sets in various capacities. Director and co-founder at Byqa.ink, Ketki is passionate about intimate, poetic storytelling that brings nuanced experiences across the gender spectrum alive on page, stage, and screen.



Orly RAVID

USA

Orly Ravid is the founder and co-executive director of The Film Collaborative (a non-profit educator about distribution and independent & art house film distributor). The Film Collaborative (TFC) published the book series, "Selling Your Film Without Selling Your Soul" and "How Not to Sign a Contract" and offers several other educational resources on its website. Orly focuses on sales, splitting rights, digital distribution (VOD) & licensing. She has been a panelist, moderator, and adviser at numerous top film festivals and school panels worldwide. Orly is also the Associate Dean of Southwestern Law School's Entertainment and Media Law Institute and an Associate Professor of Law (teaching

entertainment law). Orly is also a practicing entertainment attorney servicing filmmakers, writers, producers, and other creators/artists. Previously, she has worked in acquisitions, sales, and as a business affairs executive, released films theatrically in the U.S. and Canada, and had been an Associate Programmer of documentaries at Sundance Film Festival. Born in Israel, raised in Manhattan, living in Los Angeles, Orly loves traveling and working with artists and is passionate about helping filmmakers achieve sustainable and effective distribution. Orly is also finally starting to produce films (focusing on documentaries).

Crafting a perfect pitch for your project

Understanding the nuances of the pitching process.



Dominique WELINSKI

France

After more than 20 years in distribution, Dominique Welinski founded DW, a production company. In 2013, she developed the Factory to pair international promising filmmakers to co-direct short films. The Factory traveled to Taipei, then Nordic, Chile and South Africa Factory, Lebanon, Tunisia and South Eastern Europe in Sarajevo. All the Factory opened Director's Fortnight in Cannes. The next Factory will be in Porto.

DW produced and co-produced *Burning Birds* by Sri Lanka Sanjeewa Pushpakumara (Busan, Special Jury award Tokyo Filmex, Rotterdam, etc.), *Oblivion Verses* by Iranian Alireza Khatami (Venice – Best Screenplay, Fipresci Award, etc.), *Road to Mandalay*

by Burmese Midi Z (Venice Days, Busan, Tokyo, Rotterdam), *The Wound* by John Tengrove (South Africa) (Opening film Panorama Berlinale), *The Dive* by Yona Rozenkier (Israel) (4 awards at Jerusalem FF, 2 awards in Locarno, Toronto) and *The Road to Eilat* (Best Film, Actor and Photo in Jerusalem), *House of my Fathers* by Suba Sivakumaran (Sri Lanka) (Busan competition, Hamburg, BFI, and Mumbai), and *Day After*, a documentary by Kamar Ahmad Simon co-produced by ARTE and Barents film Norway (competition IDFA 2021). DW is co-producing *Eka* by Suman Sen (India) (Film Bazaar, La Fabrique Cinema Cannes, Torino Film Lab), *Wilde Hays* by Yona Rozenkier (Israel) and *Baksho Bondi* by Somo Sahi and Tanushree Das (India).

Staying ahead of the markets, and creating content that sells

Having a producer's vision, making project choices, taking reasonable bets



Patrick MAO HUANG

Taiwan

Flash Forward Entertainment is an award-winning production, distribution and sales company based in Taipei, Flash Forward Entertainment, produces Taiwanese and international co-production films and is also active in Beijing producing Mainland Chinese films. The recent productions include the 2021 Cannes Un Certain Regard film, *Moneyboys*, co-produced

by Austria, France, Taiwan, and Belgium, *Pierce*, co-produced by Taiwan, Singapore, and Poland, is currently in post-production. *Tiger Stripes*, co-produced by Malaysia, Taiwan, France, Germany, Singapore, Netherlands, and Indonesia, is also in post-production. *In The Belly of a Tiger*, co-produced by India, Taiwan, France, USA, and China, is in the final editing stage. *Moving Bangladesh*, co-produced by Bangladesh, Taiwan, Japan, and France, is in the advanced development stage.

Mounting an indie feature

Defining the producer's role in the indie film space?



Onir
India

Onir is an Indian film and TV director, editor, screenwriter and producer.

Understanding project feasibility

How to evaluate projects, realistically budget and create revenue forecasts



Aditi ANAND
India

Aditi Anand is a popular Hollywood Producer, who is famous for her roles in movies like *J Baby*, *The Extraordinary Journey of the Fakir*, etc.

Case Study - *Girls will be girls*

The producers version of how the project came to life. The challenges, the journey, and mistakes in the process.



Claire CHASSAGNE

France

Dolce Vita Films is a Paris-based production company founded by Marc Irmner in 2007 that produces fiction and documentary film. With Dolce Vita Films and previously 1001 productions Marc Irmner has produced over 10 feature films, all released theatrically in France. His credits include Berlinale premiere *Hotel Harabati* by Brice Cauvin, International hit *Darwin's nightmare* by Hubert Sauper, Toronto and Sundance participant *Unwanted witness* by Juan Lozano, Venice awarded *Las Ninas Quispe* by Sebastian Sepulveda or Karlovy Vary grand prize winner *Le*

grand cahier by Janos Szasz. His last production in India is *Sunrise* by Partho Sen Gupta, selected in Busan, Sitges, Tribeca, etc. *SLAM*, the Australian-French co-production directed by Partho Sen Gupta is premiering in Tallin Black Nights 2018. In 2014 Claire Chassagne joined for the development of international projects.

Setting up your film project for success - the development process.

How to develop your projects to maximize the chances of success. A special emphasis on working with a script consultants, and how rewrites work in the context of indie films, studio films & TV shows



Marten RABARTS

New Zealand

With over 30 years experience in the film industry, Rabarts' most recent position was Festival Director of the New Zealand International Film Festival, a role he took up in 2019 following almost 5 years heading EYE International at the EYE – the national film museum of the Netherlands. Prior to this, Marten was Head of Development & Training of the NFDC India, in Mumbai setting up NFDC LABS which helped deliver *The Lunchbox* & *Titli* among many others. Previously Rabarts was Artistic Director of Binger Filmlab in Amsterdam for 12 years which saw such successes

as Michael Roskam's *Bullhead*, cult hit *The Babadook* by Jennifer Kent, Cannes winning *Salvo* by Fabio Grassadonia & Antonio Piazza and Adina Pintilie's 2018 Golden Bear award winner *Touch Me Not*. Furthermore, Marten was a founding member of the advisory board of Torino Film Lab, is a voting member of the European Film Academy, served on the board of European Film Promotion and regularly serves on festival juries including the Berlinale (Short Film Jury, Generation 14plus, Teddy Awards) Skip City Tokyo, Adelaide Film Festival and Guanajuato Film Festival among others

Accessing public funds for Independent Projects

Public funds not only take you to the next orbit by giving you the much needed financial support but also open up new opportunities by taking you to new markets. Know how not to get intimidated and overwhelmed by complex



Illan GIRARD

France

Illan is the founding partner of OLFFI

Working with writers, understanding writing budgets, dos and don'ts for producers

Setting up your writer for success, giving feedback, understanding the screenwriting process, setting up contracts and payouts.



Ketki PANDIT

India

Ketki Pandit is a writer, filmmaker and educator. She has been teaching screenwriting at FTII since 2009, and currently the Honorary HOD and course mentor at FTII's Screenplay Writing department. An alumnus of New York University's Tisch School of The Arts, and Film and TV Institute of India's Screenplay Writing department, Ketki has made six short films and worked on over forty film sets in various capacities. Director and co-founder at Byqa.ink, Ketki is passionate about intimate, poetic storytelling that brings nuanced experiences across the gender spectrum alive on page, stage, and screen.

Tuesday, 22nd November 2022

Understanding International Co-Productions

A deep dive into the world of co-productions, and how best to open up new opportunities for your film project.



Jeremy CHUA

Singapore

Jeremy Chua is a Singaporean producer and screenwriter. Since 2014, he founded Potocol, his office that focuses on the international coproduction of Asian films. He has trained at EAVE Ties That Bind, Berlinale Talents, SEAFIC, Produire au Sud, and TorinoFilmLab. His recent work includes "Autobiography" by Makbul Mubarak (Venice Orizzonti 2022), "Glorious Ashes" by Bui Thac Chuyen (Tokyo Main Competition 2022), "Rehana Maryam Noor" by Abdullah Mohammad Saad (Cannes Un Certain Regard 2021), "A Family

Tour" by Ying Liang (Opening Film International Competition Locarno 2018), "A Yellow Bird" by K. Rajagopal (Cannes Critics' Week 2016) and "A Lullaby to the Sorrowful Mystery" by Lav Diaz (Silver Bear Berlinale 2016).

Navigating Film Festivals



Deepti D'CUNHA

India

Deepti DCunha is a Mumbai based film programmer specializing in contemporary Indian cinema. She sources films and is sole features curator and programmer for 'Viewing Room' section and the 'Work-in-Progress Lab' for NFDC Film Bazaar since 2011. She has been working on Indian and international film festivals for the past fifteen years. Deepti is the South Asia Consultant to Artistic Director, Marco Mueller, since 2011, for Venice Film Festival, Rome Film Festival, and several film festivals in China including Pingyao International Film Festival (PYIFF) for four years and is now with Hainan Island International Film Festival, China. From 2018-21, she has been the South Asia Correspondent Director's Fortnight, Cannes. She has been in the Selection Committee of Locarno Open Doors from 2016-20, choosing projects and participants for the Co-production Hub and Producers Lab from South Asia, South East Asia and Mongolia. She has also been a mentor at SEAPITCH (Thailand) in 2021. Her earlier assignments include programming for the Indian Selection at Jio MAMI Mumbai International Film Festival with Star from

2015-2019, Chicago South Asian Film Festival (CSAFF), the International Children's Film Festival of India (ICFFI) and Osian's Cinefan film festival and a reader for Doha Film Institute. She is deeply committed towards independent Indian and South Asian cinema; a passion that keeps her driven to scout for new films and fresh talent from all across the country and region.



Paolo BERTOLIN

Italy

The Venice International Film Festival is the oldest and longest running film festival in the world. The aim of the festival is to raise awareness and promote various aspects of international cinema in all its forms: as art, entertainment and as an industry, in a spirit of freedom and dialogue. The festival also organises retrospectives and tributes to major figures as a contribution towards better understanding of history of cinema. The main award of Venice Film Festival is the Golden Lion.

Monetizing Your Film



Swaroop CHATURVEDI

India

With over two decades of experience in television programming, content acquisition, syndication and licensing, Swaroop started his Independent journey of becoming a film producer with NFDC presented Angrezi Mein Kehte Hain in 2018.

This was a natural progression for him after his extensive work experience with Star India (Star Movies & Star Gold) and Sony Pictures Networks India's English/Hollywood movie Channel Sony Pix - heading their film content & acquisition business till 2014.

Swaroop consults National Film Development Corporation, Consulate General of Israel, Prasar Bharati Board (DD Channels & AIR FM Stations) Waves Cinema, Prakash Jha Productions, Eros, Star India, NR Pachisia's NRP Entertainment, Everest Entertainment, Kyta Productions, Ease My Trip Films, Windows Productions, NH Studios, AMC Network USA, PVR Pictures along with Bollywood film producers, content studios & distributors of repute.

He strategizes and manages their licensing, syndications and acquisitions verticals for opportunities across TV / OTT / DTH and all prominent platforms in the Indian subcontinent for English, Hindi, Marathi & Bengali films. He is making headway by developing & co-producing films for the 2020 slate, one each in Hindi & Marathi in partnership with his existing tie ups.

Case Study - Delhi Crime

Journey of an episodic OTT show



Apoorva BAKSHI

India

In 2015, producing partners Apoorva Bakshi, Pooja Kohli & Sanjay Bachani launched the Original Productions vertical to their existing Digital Distribution Company, FilmKaravan. The Mini Major through collaborative partnerships with creative filmmakers, will share engaging stories with the widest audiences possible, even if that means pushing boundaries and taking risks.

Thursday, 24th November 2022

Getting things done

A line producer's perspective



Deborah BENATTAR

India

Deborah Benattar is one most respected executive producers for foreign films in India. She co-founded La Fabrique films in 2013, a production service company based out of Bombay focusing on Feature films, documentaries, TV commercials. She collaborated with some renowned filmmakers such as Thomas Bidegain, Arthur Harari, Mia Hansen-Love, Matthieu Delaporte, Alexandre de la Patellière, Pierre- Francois Martin-Laval, Michael Steiner, Laetitia Colombani. The company is reputed internationally for its professionalism, transparency, integrity and capability to handle logistical challenges while finding unique locations in India.

Cracking Distribution Deals

What goes on in a distribution meeting? How do you create win-win for you and your distributor? Wendy will demystify the distribution process and red-flags you should watch out for.



Manuel ATTALI

France

ED Distribution is a French distribution company that specializes in art house films, such as films made by Guy Maddin, Bill Plympton, The Quay Brothers.

Producers' Workshop - Pitching Session

Each participant delivers a 4 minute pitch of their project to a panel of mentors.

Ahir Saarang G

Aswathi Naduthodi

Bhuwan Somani

Gaurav Saxena

Jayesh Jaidka

Karthik Deepak Chandramohan

Lakshmi Vemuri

Mahjabin Reza Choudhury

Md Assaduzzaman

Meghraj Kalshetti

Nandan Saxena

Naveed Khan

Naveen Kumar J

Payal Davda

Priyansh Jora

Raj Vasant

Remon Hossain

Sridhar Moorthy

Sukrit Chandhoke

Suruchi Sharma

Tanveer Hossain

Thani Mudaliar

Vigneshwar PR

Vikas Kumar

Visvesh Singh

Yamini Rao



सत्यमेव जयते

Ministry of Information and Broadcasting



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