



by NFDC

# 2022

## KNOWLEDGE SERIES





## Welcome to Film Bazaar 2022

NFDC's Film Bazaar 2022 is different from all the bazaars you may have experienced thus far. With the merger of NFAI, Films Division and CFSI into NFDC, this Bazaar comes with a new approach. The first offline Bazaar post-Covid after two successful online editions, comes with pavilions set up in the block next to Marriott Goa, where the Bazaar has been tenting up for all offline editions.

As the Bazaar gets bigger, spreading beyond the bounds of Marriott, its aspiration of providing access to the filmmakers evolve into different methods.

While the Knowledge Series at inception was devised as an area where the filmmakers and several other stakeholders would understand the market movement globally and domestically from key decision makers and market drivers of the film industry, with this edition there has been a sharp shift in approach to the Bazaar and the Knowledge Series section.

At the pavilions several companies and countries are bringing their presence to the market in a big way. The impact and presence of these companies will be felt at the Knowledge Series section. The ministry's focus has brought in panel discussions on the AVGC sector, Skill Development, and towards establishing India as a global content hub, to the programme this year. The curation of this section has been governed by these diktats.

Several Countries and a commune viz. Spain, the United Kingdom, Russia and Saint Tropez will be bringing in sessions on co-producing with these territories. Understanding how Co-production treaties work between nations to how Indian states are opening their arms to embrace content developers from every nook and corner can be met here. How to navigate conversations with trade papers when the indie content is young in the market, is a conversation queued in for indie filmmakers to understand how to drive coverage for their films early on. A timely discussion on curating classic cinema for contemporary audiences would be taking place at the Knowledge Series section.

With several presentations and discussions spread across four days, we hope all attendees will find something of value and catch the peppered insights at Knowledge Series 2022.

**Film Bazaar Knowledge Series Team**

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NOVEMBER 23

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## Open Pitch Co-Production Market

### Moderator

**Saagar Gupta**, Senior Programmer, Co-Production Market

**Manassvi Nirupma Goswami**, Junior Programmer, Co-Production Market

The Open Pitch kick starts the Co-Production Market, where selected projects will present their video pitches to delegates interested in co-production, funding, sales and distribution.

This year's Co-Production Market presents 20 compelling projects that bring forth a pan-global narrative from India, Australia, France, Germany, Japan, Malaysia, Nepal, Spain, the United Kingdom and the USA in 11 languages.

### Moderator

#### Saagar GUPTA



Saagar Gupta is a media professional, writer and poet. Being in the TV & Film industry for more than two decades he has assisted veteran filmmakers Sai Paranjpye and Kalpana Lajmi, and worked with some of the best production houses and almost every

General Entertainment Channels. Having written for several popular Hindi TV series, he has also penned the Hindi, Urdu dialogues for Kalpana Lajmi's critically acclaimed film *Darmiyaan*.

He has also worked with the Children's Film Society, India (CFSI) and was actively involved as Junior Festival Manager for their prestigious Golden Elephant International Children's Film Festival. He has been one of the founders and Director of Programming of KASHISH Mumbai International Queer Film Festival since its inception in 2010.

#### Manassvi NIRUPMA GOSWAMI



Manassvi is a filmmaker, writer and actor. As an actor she has worked majorly in the Southern industry with actors like Dulquer Salman, Vijay, Ram Charan. While on the sets, she was fascinated by the process of filmmaking and decided to venture

into it. Despite no formal training in filmmaking, her film *Blues* was showcased at the Viewing Room, Film Bazaar Goa and gathered accolades in national and international film festivals. She won the Top Prize at Macao International Film Festival amongst 45 countries for her screenplay, *Legacy of Dreams* in 2016 which was organised by UNESCO and ICFT. She is also felicitated with the prestigious Dadasaheb Phalke appreciation award in 2017. She has worked as a scriptwriter at K Sera Sera Production and actively working on her next project, *Connect the Dots*. She hails from Lucknow and holds degrees in Psychology and English Literature.

Original Title	English Title	Director(s)
A Life A Rose		Kaushik Ray
Aadim	Primordial	Sohil Vaidya
Arms Of A Man		Rohan Kanawade
Badlido Aakash	The Changing Sky	Machindra Yongya
Band Gali	The Last Lane	Gautam Arora
Depth of Darkness		Gogularaajan Rajendran
Honour		Anupam Sharma
Kal Baishakhi	The Nor'Westers	Judhajit Bagchi, Ranadeep Bhattacharyya
Keet	Insectum	Bhaskar Hazarika
Kuch Sapney Apne	Dreams Such As Ours	Sridhar Rangayan
Oranges Smell Like Turpentine		Sasha Singh
Naimer Run		Shalini Adnani
Punishment		Isher Sahota
Qissa-E-Circus	A Ballad Of The Circus	Savita Singh
Sheen	Snow	Shazia Khan
Smart City		Rohin Raveendran
Still Here	Still Here	Mragendra Singh
Teen Mulanche Char Diwas	Three Bikes Four Days	Alok Rajwade
Touch Me Not		Anjali Patil
La Princesa De Kapurthala	The Princess of Kapurthala	Michael Radford, Manuel Estudillo

## Open Pitch Screenwriters' Lab

### Moderator

**Mayur Patel**, Manager Market Screenings

NFDC Screenwriters' Lab is part of NFDC Labs' ongoing initiative to develop original voices and stories from India. Selected participants work closely with noted mentors in an intensive 3-5 month program to fine-tune existing screenplays through personalized interactions and group sessions. The Lab mentors for this year are - Marten Rabarts and Ketki Pandit.

This year's selections include six scripts by writers from five different states. The line-up is an eclectic mix of stories in Bengali, Khasi, English, Hindi, Marathi, Tamil, French, Urdu, Malayalam, Punjabi and Japanese. The short-listed writers will be pitching their scripts in this session.

Original Title	English Title	Writer
A Late Autumn Dream	A Late Autumn Dream	Pramati Anand
Average Girl	Average Girl	Anjali Patil
Dil Gali	Lover's Lane	Mohd. Faheem Khan
Due	Due	Vinoo Choliparambil
Maujj	Maujj	Teena Kaur
Sakura	Sakura	Sukhansaar Singh

### Moderator



#### Mayur PATEL

Mayur Patel has been with NFDC and Film Bazaar for a decade now. Witnessing the evolution of the Screenwriters' Lab, he has seen the Lab grow under the leadership of Marten Rabarts and Urmi Juvekar to the current management, while

growing from coordinating the vertical to managing the Lab. Mayur oversees the Market Screening vertical at Film Bazaar as well.

## Introducing Book to Box Office

**Presentation By**  
**Kritika Chugh**, Book Adaptation

Book to Box Office is a new vertical introduced by Director Film Bazaar Ms Leena Khobragade this year as an initiative to bridge the gap between Published Books and Filmmakers. Books being adapted to content on screen have seen a sharp resurgence. This program has been conceptualized to keep up with that trend. Within this vertical well established and upcoming Publishing Houses, Literary Agencies and Authors will get the opportunity and a (much-needed) platform to present their books to acclaimed Filmmakers, OTT Platforms, Producers, Financiers, Content Developers, Sales agents and Buyers from across the globe.

<b>Name</b>	<b>Publication / Author / Literary agency</b>
Aleksei Kosuliaev	Author
Amar Chitra Katha	Publishing house
Blue Rose Publishers	Publishing house
HarperCollins	Publishing house
Undercover Utopia	Publishing house
Queer Ink	Publishing house
Ukiyoto	Publishing house
Story Ink	Publishing house
Vitasta Publishing Private Limited	Publishing house
National Council For Sindhi Promotion	Govt. Organization
Arjun Gaind	Author
Kling Johnson	Author
White Falcon Publishing	Self Publishing Company
FlyDreams Publications	Publishing house
R.U. Films - Russia	Author
Siyahi	Literary agency
Orient BlackSwan	Literary Agency
Rajshree	Author
Redgrab Books	Publishing house
Oninthough	Author
Tarun Sharma	Author
Books that Inspire	Publication
Niyogi Books India	Publishing House
TreeShade Books	Publishing House
Leadstart Publishing	Publishing house
C4E	Literary agency
Manish Trehan	Producer

## Presentation By



**Kritika CHUGH**  
Book Adaptation

## State Focus - Specific attention on Cinematic Incentives of Gujarat

### Moderator

**Vikramjit Roy**, Head of the Film Facilitation Office

### Speakers

**Shri. Hareet Shukla**, IAS, Secretary Tourism, Government of Gujarat

**Pravesh Sahni**, Founder, India Take One Productions (ITOP)

### Moderator



#### **Vikramjit ROY**

Vikramjit Roy is Head of the Film Facilitation Office (FFO), India's version of the Film Commission, set up in NFDC by the Ministry of I&B, to act as the single window mechanism that eases filming in India and promotes the country as a preferred destination for filmmakers across the world. As General Manager at NFDC, he has led the development and production of more than twenty films across eleven Indian languages introducing thirteen debut directors. As Head of Marketing, a position he held simultaneously, Vikramjit played a key role in establishing NFDC's multi-platform distribution and monetisation label, Cinemas of India, building the global reputation for Film Bazaar and launching NFDC's OTT platform. An accomplished professional with 28 years of experience across advertising, media & entertainment and the public sector, Vikramjit has previously worked with McCann Erickson and Sony Pictures Entertainment.

### Speakers



#### **Shri. Hareet SHUKLA**

As an IAS, Mr Shukla serves as Secretary-Tourism, Civil Aviation and Gujarat Pavitra Yatrdham Board. He is also Managing Director of Dholera SIR. Mr Shukla is driving recovery of Tourism

Sector of Gujarat from the shock of Covid-19 through focused approach on four aspects to drive recovery with- Policy Interventions, Ease of Doing Business, Ease of Travel, Destination Development and Skill Development.



#### **Pravesh SAHNI**

Pravesh Sahni is the founder of India Take One Productions with experience of working in international feature films, documentaries and commercials. At ITOP, Pravesh is working towards creating the best platform for foreign producers, production houses and studios to "Film In India." In his capacity as a Producer, he has worked on movies like Kathryn Bigelow's *Zero Dark Thirty*, John Madden's *The Best Exotic Marigold Hotel*, Garth Davis's *Lion* and Ang Lee's *Life of Pi* among many others which have achieved worldwide recognition. His ability to get work done has made the company line produce films which have reached the Oscars.

## Co-producing and filming with Spain, the NEW European AVS Hub

### Moderator

**Guillermo Rodríguez**, Director Casa de la India Foundation

### Speakers

**Juan-Manuel Guimeráns**, Secretary general of the Spain Film Commission

**Ravi Kottarakara**, Honorary Secretary of the South Indian Film Chamber of Commerce (SIFCCI)

**Fernando Heredia Noguera**, Consul general of Spain in Mumbai

Spain has been, for more than a century, one of the leading film industries in Europe, benefiting both from an immense richness of artistic talent and a strong technical capacity to service international productions. A country where filmmakers acclaimed worldwide like Luis Bunuel, Pedro Almodovar or Carlos Saura - who receives an homage at the 53<sup>rd</sup> IFFI programme including a selected retrospective of his greatest works- flourish, and an extensive history of collaboration with some of the greatest US international productions from the times of Samuel Bronston or the Clint Eastwood early westerns, to the recent blockbusters both in traditional cinema and streaming platforms, as Money Heist, Game of Thrones or The Crown. Surprisingly there have been a few but not so many Indian productions shot in Spain. This panel will discuss what makes Spain the NEW AVS Hub in Europe, and how Indian and Spanish Film industries can benefit from this unique momentum.

### Moderator



#### **Guillermo RODRÍGUEZ**

Guillermo Rodríguez is the founder and director of Casa de la India in Valladolid, which has become the model for India's international cultural diplomacy. He holds a PhD from the University of Valladolid, Spain, and also a Ph.D. from the University of Kerala, India (2006). Previously he held the post of Indian Studies Coordinator at the Centre for Asian Studies of the University of Valladolid from 2000 to 2003. Guillermo is a multi-disciplinary cultural manager, producer, and scholar. He lectures and publishes on contemporary Indian literature and culture, and is the author, among other critical volumes, of the landmark work *When Mirrors are Windows: A View of A.K. Ramanujan's Poetics* (Oxford University Press, 2016). In 2010 he received the Gonzalez-Sinde Award from the Spanish Film Academy for the promotion of Spanish cinema in India through the Spanish Film Festival, in 2012 he was awarded the Friendship Award by the Minister of External Affairs, Government of India, for his contribution to Indo-Spanish cultural relations, and in 2020 he received the Amity University (Noida) Global Academic Excellence Award.

## Speakers



### Juan MANUEL GUIMERÁNS

Born in Cadiz (Spain) in 1967, currently is CEO of Valladolid Turismo (Public-private partnerships for the Promotion of Tourism of Valladolid-Spain), Coordinator of the Valladolid Film Commission (within Valladolid City of

Film project of the UNESCO Creative Cities Network), and Secretary general of the Spain Film Commission. LLM by the University of Salamanca (Spain) and Master in Political Sciences and Sociology by UNED (Spain), also holds a Postgraduate studies degree in European and International Law by KU Leuven (Belgium). Permanent member of the Castilla Leon Regional Administration Civil Service since 1993, regularly collaborates with Universities and Administration Training Centres, in areas of Public Management, Organizational Change, and Smart Cities & Territories (intelligent and sustainable Heritage and Tourism).



### Fernando HEREDIA NOGUER

Born in Seville (Spain) on 5th June 1981. Graduated in Business and a Master's degree holder in Foreign Service at Georgetown University, Mr. Heredia has served as a career diplomat since 2008 in various cities across the globe such as Belgrade, Brussels, Islamabad, New York, Manila, and Mumbai. At the Ministry of Foreign Affairs in Spain he has dealt with mainly Ibero- American and Multilateral issues. Before joining the foreign service, he worked as a Consultant with the World Bank and Deloitte. He is currently the Consul General of Spain in Mumbai since August 2021.



### Ravi KOTTARAKARA

Ravi Kottarakara, film industry veteran of 40-years, is a champion for the growth and development of the Indian film industry. He is presently the Honorary General Secretary of India's leading film industry body Film Federation of India (FFI) and also Honorary Secretary of the South Indian Film Chamber of Commerce (SIFCCI). He has also served as an advisory committee member in the Central Labour Board, Copyright Committee and Cinematograph Act. He is one of the steering committee members of the 53<sup>rd</sup> International Film Festival of India currently happening in Goa. Ravi Kottarakara has been instrumental in guiding and protecting industry stakeholders (producers, distributors and exhibitors) from Copyright related matters (Section 31D), GST and TDS related matters. His practical prescriptions to revive the Indian film industry in the post Covid-19 era have been embraced by stakeholders across the country.

## Restoring and Programming Classic Cinema for Contemporary Audiences

### Moderator

**Shivendra Singh Dungarpur**, Filmmaker, Archivist and Restorer, Film Heritage Foundation

### Speakers

**Ravinder Bhakar**, Director, National Film Archive of India

**Davide Pozzi**, Direttore, L'Immagine Ritrovata

**Gérald Duchaussoy**, Head of Cannes Classics, Festival de Cannes

**Jay Weissberg**, Director, Giornate del Cinema Muto/Pordenone Silent Film Festival

In a panel moderated by filmmaker, archivist and Director of Film Heritage Foundation, Shivendra Singh Dungarpur, the discussion will cover the ethics and practice of film restoration, the importance of planning the afterlife of a restored film to ensure it reaches contemporary audiences and the multiple platforms available today to showcase classic films around the world. As the National Film Archive of India gears up to restore Indian features, documentaries and shorts in coming years under the National Heritage Film Mission, a conversation on overcoming copyright challenges and leveraging multiple platforms available today to exhibit films, whether via OTT or the traditional theatrical medium emerges as a key area of focus.

### Moderator



#### **Shivendra Singh DUNGARPUR**

Shivendra Singh Dungarpur is an award-winning filmmaker, producer and archivist. He established Film Heritage Foundation (FHF), a non-profit organisation dedicated to preserving and restoring India's film heritage. FHF is the only non-governmental organisation working in the field of film preservation in India. Shivendra is a member of the Executive Committee of the International Federation of Film Archives (FIAPF). Shivendra has produced and directed close to 1000 advertising films, short films and documentaries under the banner of his production house Dungarpur Films. His first feature documentary *Celluloid Man* (2012) won two National Awards. His second documentary *The Immortals* (2015) won the Special Jury Award for the Best Film at MIFF 2016. His third documentary *CzechMate – In Search of Jiri Menzel* was voted amongst the top 5 releases of 2020 by the British Film Institute Sight & Sound Magazine.

## Speakers



### Ravinder BHAKAR

Mr. Ravinder Bhakar is the Director of NFDC-National Film Archive of India (NFAI) since April, 2022. He is also overseeing the National Film Heritage Mission (NFHM), being implemented at NFAI, and various sub projects as part of NFHM such as digitization, conservation and restoration. Mr Bhakar has represented NFAI at various international film festivals such as Cannes and Venice, where the new restorations by NFAI were showcased in the Classics section.



### Gérald DUCHAUSSOY

Gérald Duchaussoy has been in charge of the Cannes Classics section (restored film classics, documentaries about cinema, movies on the beach, masterclasses) at the Festival de Cannes and in charge of programming at the International Classic Film Market (MIFC) at the festival Lumire in Lyon. He hosts a film club in Angoulme where he lives. He graduated at Paris III University in Civilizations and Foreign Literature in English where he wrote a thesis on cigarettes in Hollywood movies and another on American television show Saturday Night Live then worked at the Press Office of the Festival of Cannes and TIFF.



### Davide POZZI

Davide Pozzi has been working at Cineteca di Bologna since 2001, and in 2006 he became the director of L'Immagine Ritrovata film restoration laboratory. Under his management, the laboratory has established itself as one of the most highly specialized facilities in the field of film restoration worldwide, at the forefront of technological innovation, from HDR to 4K to photochemical. Today the group includes four branches: L'Immagine Ritrovata's headquarters in Bologna, L'Image Retrouve and clair Classics in Paris, Haghefilm in the Netherlands, and L'Immagine Ritrovata Asia in Hong Kong. L'Immagine Ritrovata is also one of the main organizers of the FIAF Film Restoration Summer School, which has been taking place in Bologna since 2007 and has been also hosted in Singapore (2013), Mumbai (2015), Buenos Aires (2017) and Mexico City (2019).



### Jay WEISSBERG

Film historian and critic Jay Weissberg has been the director of the Giornate del Cinema Muto/Pordenone Silent Film Festival since 2016, having previously curated programmes for that festival as well as Bologna's Cinema Ritrovato. As a film historian he's written widely about multiple aspects of silent cinema, while as a critic he was attached to Variety for 18 years before joining The Film Verdict in 2021. A frequent participant of festival juries, he regularly moderates Master Classes and has acted as mentor in international programs for young film critics.

## Moscow Companies Showcase at Film Bazaar 2022

**Presentation By**  
**Moscow Export Center**

Moscow Companies Showcase is dedicated to presenting a variety of production, distribution, and service companies in the creative industry. At this presentation you will be able to find future partners not only for the co-production and distribution of feature films, documentaries, art house, and experimental projects, but also for children's content, animation production, and non-scripted content. You will find out more about the companies who work with the essential elements of the production process such as subtitling, dubbing, VR technologies, or rights management. All companies are presented at the Film Bazaar 2022 under the Made in Moscow brand. We are looking forward to having you with us!

### Presentation By



#### **Moscow EXPORT CENTER**

Moscow is the leading Russian region in the export of audiovisual products and services. Moscow Export Center, established by the Moscow Government in 2017 to promote the capital's companies abroad, works closely with the city's filmmakers and helps them enter new markets. The main support is the organization of a joint Made in Moscow stand at international exhibitions and the organization of business missions. Since 2019, the capital's studios have taken part in MIFA, TIFF, Kidscreen Summit, Asia TV Forum, MIPCOM and other major audiovisual events. In total, the Moscow Export Center is supporting more than 130 film companies in the city, allowing them to enter the markets of the UAE, South Africa, Latin America, China, India and other parts of Southeast Asia.



## Film Bazaar Recommends

### Moderator

**Deepti DCUNHA**, Film Programmer, India & South Asia

### FBR Mid-Length — 2 films

- 1) **Kunde** (Arse) by Ayappa KM (Kannada)
- 2) **Silan** by Ashmita Guha Neogi (Marathi)

### FBR Features — 20 films

- 1) **Aattam** (The Play) by Anand Ekarshi (Malayalam)
- 2) **Agantuk** (The Stranger) by Probir Kumar Sarkar (Bengali)
- 3) **Agra** by Kanu Behl (Hindi)
- 4) **All India Rank** by Varun Grover (Hindi)
- 5) **Bahadur** by Diwa Shah (Nepali, Kumaoni, Hindi)
- 6) **Be Kucheye Khoshbakht** (Toward Happy Alleys) by Sreemoyee Singh (Persian)
- 7) **Daayam** (Inheritance) by Prasanth Vijay (Malayalam)
- 8) **Dear Latika** by Kanchan Pant (Hindi)
- 9) **Dilli Dark** by Dibakar Das Roy (Hindi)
- 10) **Family** by Don Palathara (Malayalam)
- 11) **Guras** by Saurav Rai (Nepali)
- 12) **In the Belly of a Tiger** by Siddhartha Jatla (Hindi)
- 13) **Joram** by Devashish Makhija (Hindi)
- 14) **Josephki Macha** (Joseph's Son) by Paban Kumar Haobam (Tangkhul)
- 15) **Mannul** (Sand) by Chandrasekaram Visakesa (Tamil)
- 16) **Mithya** by Sumanth Bhat (Kannada)
- 17) **Pushtaini** (Generations) by Vinod Rawat (Hindi, Kumaoni, English)
- 18) **Sultana Ka Sapna** (Sultana's Dream) by Isabel Herguera (Hindi, Bengali, English, Spanish, Basque)
- 19) **The Scavenger of Dreams** by Suman Ghosh (Hindi)
- 20) **Whispers of Fire & Water** by Lubdhak Chatterjee (Hindi, English, Bengali)

This year 245 films are being showcased in Viewing Room, out of which 168 are feature films, 20 are mid-length films and 57 are short films. 22 of these feature films and mid-length films have been highlighted as Film Bazaar Recommends (FBR). There are 5 films in the Work-in-Progress Lab. The FBR features and Mid-Length is curated by Deepti DCunha.

These filmmakers are invited to Film Bazaar to pitch their first look film clips and to introduce themselves to the market delegates. These films are either in progress or just completed and are looking for gap financing, world sales, distribution, buyers or film festivals.

### Moderator



#### Deepti DCUNHA

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.

### Disclaimer

The Film Bazaar Recommends section is curated by an external consultant from amongst the submitted films to the Viewing Room for purposes of highlighting contemporary styles of filmmaking. NFDC does not guarantee the authenticity and credibility of the filmmakers exhibiting the films via Viewing Room.

Viewing Room - The opinions, beliefs and viewpoints expressed by the filmmakers through their individual films are their own and do not reflect the opinions, beliefs and viewpoints of NFDC as an organization and NFDC does not endorse and cannot be held responsible for the same. NFDC shall not be held responsible for any content, views or opinions expressed by individual filmmakers via their films promoted at the Film Bazaar.

For the complete disclaimer, kindly visit [www.filmbazaarindia.com](http://www.filmbazaarindia.com).

## Bringing Children's Films into Mainstream Viewership

### Moderator

**Monica Wahi**, Children's Film Curator, Content Developer, and Creative Producer

### Speakers

**Prasoon Joshi**, Chairperson, Central Board of Film Certification

**Zafrin Chowdhury**, Chief, Communications, Advocacy and Partnership, UNICEF India

**Manish Mundra**, Film Producer

**Jitendra Mishra**, Filmmaker, Promoter, Festival Director, Smile International Film Festival for Children and Youth

Films on children, produced in India over several decades have received international acclaim, telling stories of children in India on their rights, conditions and issues. However, these films have not always attracted mainstream popularity in India.

UNICEF and NFDC have collaborated this year during IFFI, to bring selected films to audiences that focus attention on a child rights perspective. These heart-touching films depict real issues faced by children, raise awareness on the rights of children. They make us laugh, cry, and reflect in the way we think about the challenges children face every day.

With the explosion of channels, films, and entertainment content consumed by millions in the country, we come together to explore new innovative and more powerful ways of highlighting the challenges facing children, adolescents and young people, through films and entertainment content.

In an hour-long discussion, we will hear from stalwarts of Indian cinema, who have produced high quality children's content, on why we look at making child-centered films; how do we make films on celebration or challenges of realizing children's rights a part of the mainstream culture of production and viewing, appreciated by larger audiences. (Categorization into children's films, discourages viewing by general audiences).

### Moderator



#### Monica WAHI

Monica Wahi is a children's film specialist who has been working as a curator, acquisition consultant and creative producer for young audiences since last 18 years. She has previously served as Creative Head of Children's Film Society India, Going to School and Lennep Media. Monica has programmed and organised many international children's film festivals and sections including International Children's Film Festival of India; Sharjah International Children's Film Festival, Jio MAMI Mumbai Film Festival, Dharamshala International Film Festival; International Children's Film Festival Kerala and SIFFCY. From 2016 - 18 Tata Sky ran Tata Sky Kids Cinema a 'World Cinema' channel for young audiences programmed exclusively by her. Monica has been a voting juror for International Emmy Awards for Kids and Family Content.

## Speakers



### Praseon JOSHI

Shri. Praseon Joshi is a two-time National Film Award winning lyricist, poet, writer and screenwriter.

A prolific penman, Shri. Joshi is also the current chairperson of Central Board of

Film Certification.

His notable works include popular Indian movies, such as, *Rang De Basanti* (2006), *Fanaa* (2006), *Ghajini* (2008), *Delhi-6* (2009), *Taare Zameen Par* (2007), *Chittagong* (2012), *Bhaag Milkha Bhaag* (2013) and *Neerja* (2016), among others.

Shri. Joshi was conferred with the 'Film Personality of the Year' Award at the last edition of International Film Festival of India (IFFI), for his contribution to cinema, popular culture and socially significant artistic work.

In 2015, Shri. Joshi was awarded Padma Shri, for his contributions towards the field of arts, literature and advertising.

He has also won coveted international awards, including Golden Lions at Cannes, and being named the Young Global leader by the World Economic Forum.



### Zafrin CHOWDHURY

Ms. Zafrin Chowdhury is Chief of Communication, Advocacy and Partnership at UNICEF India since 2020. Zafrin Chowdhury's career in UNICEF as a communication professional span over 30 years. Previously, she was serving as the Chief of Communication in UNICEF Philippines and Myanmar.

Zafrin has a Master's in communication from Rutgers University and was a professional journalist. A Hubert Humphrey Fellow in the United States (2003-04), she also had a year's stint at the Sesame Workshop (Children's Educational Television) in New York as an Education and Cultural Adviser on the Sesame Street Bangladesh co-production. A national of Bangladesh, Zafrin is a strong believer in the power of collaborative action in accelerating results for children.



### Manish MUNDRA

Manish Mundra is a producer, filmmaker and the founder of Drishyam Films.

After a chance interaction with Rajat Kapoor on Twitter in 2013, he agreed to finance Ankhon Dekhi (2014).

The film went on to win three Filmfare Awards and three Screen Awards. Since then, there has been no looking back for the corporate leader-turned-film producer. Drishyam Films is a global motion picture studio that has produced international award-winning films such as *Masaan* (2015), *Umrika* (2015), *Waiting* (2015), *Dhanak* (2016), *Newton* (2017), *Rukh* (2017), *Kadvi Hawa* (2017), *Kaamyab* (2020) and *Ram Prasad Ki Tehrvi* (2021).

*Newton* won the National Award for Best Hindi Film, and was also selected as India's official entry to the Academy Awards in 2018. Along with these, they have also produced their first regional feature, a Marathi film titled *Ghaath* directed by Chhatrapal Ninawe and starring acclaimed actor Jitendra Joshi.



### Jitendra MISHRA

Awarded with several national and international accolades, Jitendra has been the festival director of India's leading film festival and forum for young people - SIFFCY that he has designed for one of the most credible development organizations Smile Foundation. The festival attracts hundreds of filmmakers, industry professionals and Cinephile from across the world and more than 30000 young spectators take part in the week long film festival every year in New Delhi. As part of its outreach program, the festival travels to other parts of the country reaching out to a larger young audience round the year.

Jitendra Mishra is one of the few Indian film producers and promoters who have been able to create a benchmark in 'Alternative methods of Film Production, Distribution and Promotion' at international level. *The Last Color*, *Buried Seeds*, *Desires of the Heart* and *Human Oak* are few recent films among others.

## State Focus - Uttarakhand - The Most Film Friendly State

### Moderator

**Lohita Sujith**, Sr. Director, Copyright & Digital Economy Motion Picture Association (India)

### Speakers

**Prasoon Joshi**, Chairman, Central Board of Film Certification (CBFC)

**Abhinav Kumar**, (IPS), Special Principal Secretary

**Pravesh Sahni**, Founder, India Take One Productions (ITOP)

Uttarakhand was the recipient of the Special Mention Certificate for the years 2017 and 2020, and in both these years Madhya Pradesh was declared the Most Film Friendly State. Uttarakhand received this award for the year 2018.

Formation of Uttarakhand Film Development Council was accompanied by proactive initiatives for furthering the growth of the film industry in the State. Creating an environment for ease of filming in the State, encouraging skill/talent development, incentivising the reopening of closed cinema halls, formation of film development fund and continuing their incentive plan for filming, are some initiatives incentivising film business in Uttarakhand.

### Moderator



#### Lohita SUJITH

Lohita Sujith is the senior director, Copyright & Digital Economy at the Motion Picture Association, India office that represents Disney, Netflix, Warner Bros., NBC Universal, Viacom and Sony Pictures. Lohita has contributed as a former advisor

to various intellectual property (IP) promotion and anti-piracy initiatives including the launch of the Maharashtra Cyber Digital Crime Unit, a specialised cell to combat copyright infringement. She has previously worked for Disney – Star, India where she was responsible for strategic and public policy campaigns. Lohita also drives communication campaigns for CreativeFirst, a unique forum to highlight the vital role played by the M&E industry in India.

## Speakers



### Praseon JOSHI

Shri. Praseon Joshi is a two-time National Film Award winning lyricist, poet, writer and screenwriter.

A prolific penman, Shri. Joshi is also the current chairperson of Central Board of

Film Certification.

His notable works include popular Indian movies, such as, *Rang De Basanti* (2006), *Fanaa* (2006), *Ghajini* (2008), *Delhi-6* (2009), *Taare Zameen Par* (2007), *Chittagong* (2012), *Bhaag Milkha Bhaag* (2013) and *Neerja* (2016), among others.

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In 2015, Shri. Joshi was awarded Padma Shri, for his contributions towards the field of arts, literature and advertising.

He has also won coveted international awards, including Golden Lions at Cannes, and being named the Young Global leader by the World Economic Forum.



### Pravesh SAHNI

Pravesh Sahni is the founder of India Take One Productions with experience of working in international feature films, documentaries, and commercials.

At ITOP, Pravesh is working towards creating the best platform for foreign producers, production houses and studios to Film in India. In his capacity as a Producer, he has worked on movies like Kathryn Bigelow's *Zero Dark Thirty*, John Madden's *The Best Exotic Marigold Hotel*, Garth Davis's *Lion* and Ang Lee's *Life of Pi* among many others which have achieved worldwide recognition. His ability to get work done has made the company line produce films which have reached the Oscars.



### Abhinav KUMAR

A senior IPS officer presently working as Special Principal Secretary to Government of Uttarakhand. Mr Kumar is presently looking after Information and Public Relations department along with other important portfolios. He has vast experience in public administration, law enforcement and policy making. An alumnus of the University of Oxford, he has taken a keen interest in the drafting process of the proposed Uttarakhand Film Policy. He is also a guiding force for Uttarakhand Film Development Council.

## Role of NFDC in elevating Skill and Talent Development in the M&E sector

### Moderator

**Gitikka Ganju Dhar**, Anchor & Host

### Speakers

**Smt. Neerja Sekhar**, Additional Secretary, Ministry of Information and Broadcasting

**Ravinder Bhakar**, Managing Director, National Film Development Corporation

**Ravi Kotarakara**, President, Film Federation of India & South Indian Chambers of Commerce, Chief Mentor, Innovative Film Academy

**Hrishitaa Bhatt**, Actor & Steering Committee Member

**Carter Pilcher**, CEO & Founder Shorts TV

**Tannishtha Chatterjee**, Actor

### Moderator



#### **Gitikka Ganju DHAR**

Gitikka began her career as an anchor in 2000. She has anchored for many television shows including *Meri Saheli* (Star Plus), *Zaike ka Safar* (Zee TV), *Executive Class* (DD National), *Sehat Ki Rasoi* (News 24, E24) and *Chitrahaar* (DD National).

She also appeared in the Hindi film *Music Meri Jaan* (2016).

Gitikka has hosted more than 3,000 live events, which include anchoring many corporate, government, lifestyle, televised events and awards shows such as Main Bhi Chowkidaar, 20th Kargil Vijay Diwas, Fit India Launch, Pravasi Bharatiya Diwas, EEMAGINE, Make In India, IIFA Press Conference, Lakme Fashion Week, The Godfrey Phillips National Bravery Awards, The Overdrive Awards, ICWF, WOW Awards Asia, Swachh Bharat Abhiyan, 26/11 Stories of Strength Event Mumbai, The Great Indian Wedding Awards, Hotelier Awards, The Goafest, Magnetic Maharashtra Summit, INDO-ASEAN Summit and Global Solar Alliance.

The Indian government has been proactive in generating employment for its people. However, more upskilling and training is required for people involved in various trades of filmmaking. This would boost the local film industry, and India's workforce could get at par with its international peers. Join the discussion to know more about the existing skill and talent development infrastructure of India's film sector and the prospects for future, as NFDC looks to draw a roadmap to bring it at par with the global counterparts.

### Speakers



#### **Smt. Neerja SEKHAR**

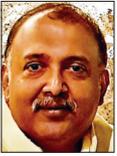
Ms. Neerja Sekhar, an IAS officer of 1993 batch, belongs to Haryana cadre and is presently on central deputation and working in the Ministry of Information and Broadcasting.

Regulation of the broadcasting sector, support to the private FM radio and community radios, policies for promotion of the AVGC sector and the public broadcaster- Doordarshan and All India Radio, are some of the areas she has handled in the Ministry. She is dealing with policy formulation on issues relating to Broadcasting and Media & Entertainment sector and matters relating to Prasar Bharati, National Film Development Corporation, film certification, preservation of filmic content in the country, production of films and documentaries in the government sector, and promotion of Indian films in international markets.



#### **Ravinder BHAKAR**

Mr. Ravinder Bhakar, 1999 batch officer of Indian Railway Stores Service (IRSS). He is currently serving as Chief Executive Officer of Central Board of Film Certification with the additional charge of Managing Director - NFDC, CEO - CFSI, Director General - Films Division, Director - National Film Archive of India, and Director - Directorate of Film Festivals. He is also the Festival Director of the 53<sup>rd</sup> Edition of the International Film Festival of India (IFFI 2022) He is a Mechanical engineer from MNIT, Jaipur and the recipient of prestigious awards, including the National Award for outstanding service from Minister of Railways, and General Manager Award for exemplary service in both Western Railways (WR) & Central Railways (CR).



### Ravi KOTTARAKARA

Ravi Kottarakara, film industry veteran of 40-years, is a champion for the growth and development of the Indian film industry. He is presently the Honorary General Secretary of India's leading film industry body Film Federation of India (FFI) and also Honorary Secretary of the South Indian Film Chamber of Commerce (SIFCCI). He has also served as an advisory committee member in the Central Labour Board, Copyright Committee and Cinematograph Act. He is one of the steering committee members of the 53<sup>rd</sup> International Film Festival of India currently happening in Goa. Ravi Kottarakara has been instrumental in guiding and protecting industry stakeholders (producers, distributors and exhibitors) from Copyright related matters (Section 31D), GST and TDS related matters. His practical prescriptions to revive the Indian film industry in the post Covid-19 have been embraced by stakeholders across the country.



### Tannishtha CHATTERJEE

Tannishtha Chatterjee is an Indian actress, best known for her performance in Sarah Gavron's *Brick Lane* (2007), the film adaptation of Monica Ali's best selling novel of the same name. She was nominated for the British Independent Film Awards as the best actress for *Brick Lane* along with actresses like Judi Dench and Anne Hathaway. Her notable roles include Masha in Academy Award-winning German director Florian Gallenberger's film, *Shadows of Time* which is also known as *Schatten der Zeit* in German, the film *Bibar* for which she won the best actress in 2006 Osian Film Festival and the 2007 BFJA awards. Tannishtha is also a successful recording artist, trained in Indian classical vocals. She is working both with Indian and international directors and lives between her homes in London and Mumbai.



### Hrishitaa BHATT

Hrishitaa Bhatt is an Indian actress and model. She debuted in the film *Asoka* (2001) opposite Shah Rukh Khan, but it was *Haasil* (2003) that brought her fame. Bhatt received critical acclaim for the role and appeared in films like *Ab Tak Chhappan* and *Jigyaasa*, thereafter. Bhatt was part of the ensemble cast of the ZEE5 cop drama web series, *Labazaar*. She is an alumna of Trinity College, London.



### Carter PILCHER

Carter Pilcher is founder and CEO of Shorts International, the world's leading short film entertainment company with the world's largest catalog of short movies. Shorts International owns and operates ShortsTV, the first and only worldwide channel and network dedicated to short films, available in 100M households and the only presenter of the Oscar Nominated Short Films theatrical releases since 2006. Originally from Terre Haute, Indiana, Pilcher received a B.S. from the U.S. Air Force Academy, a J.D. from Georgetown University, and is a member of the New York Bar and attended the London Business School Corporate Finance Evening Program. ShortsTV- the 24/7 channel boasts an extensive list of award-winning, innovative films that include the exclusive releases of the Oscar Nominated Short Films, short films from some of the largest festivals and award franchises (e.g. the BAFTAs, Cannes, etc.), and talent that spans across the board like Jesse Eisenberg to Benedict Cumberbatch and many more. Pilcher is a voting member of the British Academy of Film and Television Arts and a member of the Short Film and Feature Animation Branch of The US Academy of Motion Pictures, Arts and Sciences (AMPAS).

## Co-producing with the UK – how and why? (A guide to accessing UK Incentives and Funds)

### Presentation by

**Christopher Halliday**, Senior Certification Analyst  
(British Film Institute)

**Annabel Grundy**, Project Manager of UK Global  
Screen Fund (British Film Institute)

The session looks at co-producing with the UK and will guide you through accessing the UK's tax incentives and the UK Global Screen Fund (UKGSF), outlining the requirements to accessing both funds and what they could be worth to your project. Christopher is part of the BFI Certification unit responsible for assessing official co-productions and certifying projects to access the UK tax relief, and will be on hand to explain how and why we should be using the co-production treaties. Annabel is project manager for the UKGSF, a fund introduced to encourage collaboration with international partners. She will be giving the low down on how you can access these funds.

### Presentation by



#### **Annabel GRUNDY**

Annabel Grundy, UK Global Screen Fund Project Manager - Annabel joined BFI in March 2021 from a role overseeing UK-wide major programmes for BFI Film Audience Network, growing audiences for independent cinema through expanded film programmes and large scale events. Working in film since 2002, her past experience spans audience exhibition in the UK and Australia as well as working with BFI, British Council, UK Film Council and Screen Skills in a variety of sector development and funder roles. As project manager for UKGSF she works across all open funding strands, assessing financial viability of projects, and ensuring the fund meets its commitments to the UK screen industry and government.



#### **Christopher HALLIDAY**

Christopher Halliday, Senior Certification Analyst - has been part of the BFI (British Film Institute) Certification Unit team for 11 years that assesses and provides guidance on the cultural test and official co-production, which is required to access the creative industries tax reliefs for film, television and video games. Chris works closely with key stakeholders in government and industry to provide support and guidance on the cultural test, co-production and policy. Christopher is the Senior Analyst within the unit and is across all of the creative industries tax reliefs (Film, Animation, Children's Television, HETV and Video Games). He has an extensive knowledge of the cultural test and official co-production treaties (including the UK/India treaty) which are the gateway to accessing the UK's tax relief.



## From Manuscript to Screenplays

### Moderator

**Sidharth Jain**, Chief Storyteller & Producer, The Story Ink & House Of Talkies

### Speakers

**Shri Vikram Sahay**, Joint Secretary, Ministry of Information & Broadcasting

**Sunitha Tati**, Producer, Guru Films

**Preeti Vyas**, Chief Executive Officer & President, Amar Chitra Katha

**Tanya Bami**, Series Head, Netflix India

**Tahira Kashyap Khurrana**, Director, Author, Writer

The trend of adapting fiction and non-fiction stories and written word to screen has been resurging. From *Sacred Games* to *The White Tiger*, the format has ranged from series to films. Several OTT platforms have been adopting book rights in several territories for producing content, including South Asia where Netflix has been a prominent adopter. What makes for a good adapted book to screen? This discussion will give insights, learnings and guidelines on the art of adapting a book for screen across formats, without falling into the trap of simply translating to screen. The discussion will also delve into potential hacks on how to identify a manuscript adaptable for screen.

### Moderator



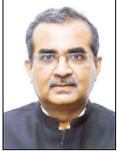
#### Sidharth JAIN

Sidharth Jain Founded The Story Ink in 2018 & its India's largest Book to Screen Adaptation company, having set-up 200+ books across 50+ production houses. TSI represents 250+ Authors and exclusively controls the screen rights of more

than 500 books.

In 2021 Sid founded a development and production company - House of Talkies, which has a multi-format slate of film & series projects. The 1st series commissioned by a major OTT is slated for release in Jan 2023. The next is a co-production with Ronnie Screwvala's RSVP to be directed by Prashant Nair. Sidharth's last corporate stint was at Hotstar.

## Speakers



### Shri Vikram SAHAY

Shri Vikram Sahay belongs to the 1992 batch of Indian Revenue Service. Prior to joining the Government of India, Shri Vikram Sahay worked for two years in the Federation of Indian Chambers of Commerce and Industry [FICCI (1991-1992)]. He has a Masters in Economics from Delhi School of Economics (1988), and MBA in Public Services from University of Birmingham, UK (2000). Since May, 2018 Shri Vikram Sahay has been working as Joint Secretary in the Ministry of Information and Broadcasting wherein he is handling policy matters relating to Print Media, Information Sector, Broadcasting Content and Digital Media content including OTT platforms and digital news publishers.



### Sunitha TATI

Sunitha Tati is a founder and CEO of Guru Group, which is a South Indian Studio that tells stories globally who went on to produce eight Motion Pictures, two Television Series, one Web Series and one Illustration Book, till date. Her Tollywood blockbuster hit *Oh Baby* and recent releases *Saakini Daakini* and *Dongalunaru Jagratha*, which was on Netflix top ten for a full month, earned her the position for unique progressive storytelling on the big screen and made her a producer that everyone in the industry looks up to. Currently, she is producing four films this year - an English film, a UK - India Co-Production called *Chennai story*, directed by Phil John, adapted from a Novel written by Timeri Murari, two Telugu features and one Hindi feature.



### Preeti VYAS

Preeti Vyas is the President and CEO of Amar Chitra Katha Private Limited, publishers of the iconic Amar Chitra Katha comics and Tinkle magazine. She is also the Founder of FunOKPlease Publishing that creates contemporary Indian content for children.

Through her 27-year-long career, she has been a retailer, publisher, editor, author and entrepreneur. Preeti is a seasoned bibliophile who believes passionately in the power of children's books to shape the future of India and the world.



### Tanya BAMI

Tanya Bami is the head of series at Netflix India, the world's leading streaming entertainment service. Bami joined Netflix in 2019 and oversees the development of original fiction shows, reality series, comedy specials and documentaries. Bami has led development of some of Netflix's most loved series including *Kota Factory Season 2*, *Aranyak*, *Yeh Kaali Kaali Ankhein*, and *Fabulous Lives of Bollywood Wives*.

Bami is a seasoned entertainment professional with over twenty years of experience. She began her career with the world's premiere youth brand, MTV and then went on to explore the world of non-fiction programming by working with renowned broadcasting companies - BBC, Star Plus and Zee TV. Bami led and set up, both the A-VOD and S-VOD original series slate for Viacom18's Voot. She has diverse experience across both scripted and unscripted content with iconic series like *Comedy Circus*, *Dus Ka Dum*, *Masterchef India*, and the critically acclaimed *Asur*.



### Tahira KASHYAP KHURRANA

Author and filmmaker, Tahira Kashyap Khurrana is known for her candid style of storytelling. The Best Selling Author of the recent 'The 12 Commandments of Being A Woman', and 'The 7 Sins of Being A Mother' has received a roaring response from readers across quarters.

Emerging as a strong icon of influence for women empowerment, also a co-founder of Indian Women Rising, Tahira Kashyap Khurrana has defied patriarchal norms in the most entertaining ways, be it *Toffee*, *Pinni* to her last release *Quaranteen Crush*.

Currently, gearing up for her debut feature film *Sharmajee Ki Beti*, Tahira has generated huge anticipation for her first directorial venture with a bankable cast.

## Enhancing Storytelling Through Creative Tech

### Opening Address By

**Gaurav Gandhi**, Vice President, Prime Video, India

### Presentation By

**Vikram Malhotra**, Founder & CEO, Abundantia Entertainment

**Abhishek Sharma**, Film Director

**Parthsarathi Sethuraman Iyer**, Creative Director, Shock and Awe Films

**Naveen Paul**, Co-Founder and Creative Head, NY VFXWAALA

With this session, deep-dive into how innovative and latest technologies played an important role in elevating the impact of Ram Setu. The informative session will also delve into the development and execution of the film's Visual Effects and how the makers used multiple techniques to create never-seen-before worlds and recreated real worlds on screen.

### Opening Address By



**Gaurav GANDHI**

Gaurav is a seasoned industry leader with over 24 years of experience across consumer tech, advertising, media & entertainment sectors in India. Currently the Vice President at Prime Video India, he leads the overall business for Prime Video in India. Under his leadership, the streaming service has grown rapidly to become India's most preferred entertainment hub. Gaurav has helped build Prime Video into an entertainment powerhouse by doubling down on tentpole original content, pioneering industry firsts like direct-to-service world premieres of Indian movies across languages, as well as co-productions and creation of original films, bringing live sports to the service and creating a video entertainment marketplace with Prime Video Channels and a recently launched Movie Rentals (transactional VOD) service.

Gaurav is a prominent figure in the Indian media landscape and serves as co-chair of OTT & digital content sub-committee of CII (Confederation of Indian Industry).

### Presentation By



**Vikram MALHOTRA**

Founder & CEO of Abundantia Entertainment, he helms India's premier content company focused on developing and producing progressive, insight-based and uniquely Indian stories for a global audience. Formerly the Chief Operating Officer of Viacom18 Motion Pictures, Vikram is the name behind some of the Indian film industry's most-loved films in the last few years. He has been the force behind some of the industry's critically acclaimed hits like *Kahani*, *Special 26*, and *Bhaag Milkha Bhaag* and mass entertainers like *Tanu Weds Manu*, *Baby*, *Airlift* and *Breathe*. Lately, Vikram has delivered path breaking women centric films and series such as *Jalsa*, *Shakuntala Devi*, *Chhorii*, *Sherni* and *Hush Hush*.



### Parthsarathi SETHURAMAN IYER

Parth has over 25 years of experience in Media and Entertainment industry, with such an expanse of experience under his belt Parth started his creative journey as a promo editor and today is the Creative Director of

Shock and Awe Films. After heading the operations of SAB TV Networks' bouquet of channels, in 2007 Parth founded a creative studio called Katalyst Creates for Promo packaging, VFX & Animation for Films. Parth has worked for movies like *Parmanu*, *Tere Bin Laden*, *D-Day*, *Zoya Factor*, *Good Luck Jerry* & more than 50 Marathi & Gujarati Movies. Other than Movies Mr. Iyer is the brain behind logo animation for Phantom Films, Abundantia Entertainment, Crouching Tiger Motion Pictures, Kabir Khan films and Anand Pandit Motion Pictures.



### Abhishek SHARMA

Writer and director par excellence, Abhishek Sharma has made a name for himself with clutter breaking cinema including *Tere Bin Laden*, *Parmanu: The Story of Pokhran* and the most recent, *Ram Setu*. A

visionary director, Abhishek has stepped into the world of VFX and immersive technology with *Ram Setu*.



### Naveen PAUL

Co-founder & Creative Head NY Vfxwaalas, Naveen has an experience of over 20 years and has won numerous accolades including National Film Award. NY Vfxwaalas the only Indian visual effects studio

which has won over 32 Awards in a span of 8 years of its inception, including The Asian Film Award. Apart from working on over 300 Indian feature films, Naveen has also worked extensively on Hollywood feature films like *Chronicles of Narnia*, *Superman Returns*, *Garfield*, *Night at the Museum*, etc.

## FBR Shorts & Filmmakers' Pitch

**Moderator**

**Monica Gyamlani, Curator**

This year 245 films are being showcased in Viewing Room, out of which 168 are feature films, 20 are mid-length films and 57 are short films. 8 of the short films have been highlighted as the Film Bazaar Recommends - Shorts (FBR-S). The FBR shorts is curated by an external consultant Monica Gyamlani.

### FBR Shorts – 8 films

1. ***Bimbam*** (Simulacrum) by Sai Prawin Thanigachalam (Silent)
2. ***Dil Dariya Khawab Samander*** (My Heart is an Ocean) by Tanvi Jadwani (Hindi, Marathi, Gujarati)
3. ***Khawab*** by Hemanta Sadeeq (Bengali)
4. ***Perianayaki*** by Bala Mural Shingade (Tamil, English)
5. ***Priyo Ami*** (Dear Me) by Suchana Saha (Bengali, English)
6. ***Kakathuruth*** (Crow Island) by Mohammed Ali Faisal Valiyaveetil (Malayalam)
7. ***Ripples Under the Skin*** by Farha Khatun (Hindi)
8. ***Street Mozart*** by Niladree Bhattacharya (Bengali)

### Moderator



#### Monica GYAMLANI

Monica Gyamlani has been programming and curating since 2017. With an MA from National Film and Television School, UK delivered in partnership with British Film Institute, her programming portfolio includes South Asian Film Festivals, London's Film Africa festival and UK Asian Film Festival to name a select few. She curated a panel discussion for Frames of Representation curated by the Institute of Contemporary Arts (ICA) and several more for Brands & Entertainment (B&E) a conference curated by Kommune.

Content development remains an area of interest for Gyamlani as she has observed the creative development of several projects through several labs and Film Bazaar's Co-Production Market.

She acquired Content Acquisition skills while organising and delivering content for Tata Sky's Kids cinema channel. Lesflicks, a UK based SVOD startup curated a regular pipeline of global indie saphic content with her consultation.

Gyamlani is interested in negotiating with culture through the medium of film. Decolonising the mind and cinema along with its impact on society is the (ambitious) philosophical inquiry that rivets Gyamlani.

### Disclaimer

The Film Bazaar Recommends section is curated by an external consultant from amongst the submitted films to the Viewing Room for purposes of highlighting contemporary styles of filmmaking. NFDC does not guarantee the authenticity and credibility of the filmmakers exhibiting the films via Viewing Room.

Viewing Room - The opinions, beliefs and viewpoints expressed by the filmmakers through their individual films are their own and do not reflect the opinions, beliefs and viewpoints of NFDC as an organization and NFDC does not endorse and cannot be held responsible for the same. NFDC shall not be held responsible for any content, views or opinions expressed by individual filmmakers via their films promoted at the Film Bazaar.

For the complete disclaimer, kindly visit [www.filmbazaarindia.com](http://www.filmbazaarindia.com).

## FBR Shorts & Filmmakers' Pitch

### Moderator

**Vishnu Bagdawala**, Senior Programming Coordinator for Viewing Room and Work-in-Progress Lab at NFDC

This year 245 films are being showcased in Viewing Room, out of which 168 are feature films, 20 are mid-length films and 57 are short films.

Filmmakers whose feature-length films (in-progress or complete) are in the Film Library section of Viewing Room and Market Screenings are given the opportunity to pitch their first look film clips. These films are either in-progress or just completed and are looking for gap financing, world sales, distribution, buyers or film festivals. This is a non-curated section open to all VR and Market Screening filmmakers who are attending Film Bazaar.

### Filmmakers' Pitch – 13 films

1. **Amarkatha** (Undying Tales of Kashmir) by Surya Balakrishnan (Hindi, English, Urdu)
2. **Boshonto'r Shodhane** (In Search of Spring) by Debayan Mukherjee (Bengali)
3. **JK 1971** by Fakhru Khan (English)
4. **Kavyam - Be Your Own Hero** by Sridhar Machani (Telugu)
5. **Kazi** by Sheba Ghosh (Hindi, English, Nepali)
6. **Laila Manju** by Kamya N (Marathi, Hindi, English)
7. **Love Me Stupid** by Buvana Ram (English)
8. **Make Up** by Arunkumar Senthil (Tamil)
9. **Mithyam** (The False Truth) by Raghu Naik (Hindi)
10. **Preyacuka** by Raju Biswas (Hindi, English)
11. **Rubi** by Vinod Kumar (Hindi)
12. **Siruvan Samuel** (Little Samuel) by Sadhu Burlington (Tamil)
13. **V C R** by Vinod Tharani (Hindi)



### Vishnu BAGDAWALA

Vishnu Bagdawala is the Senior Programming Coordinator for Viewing Room and Work-in-Progress Lab at NFDC Film Bazaar. He has been a part of the Viewing Room team since the past four editions and joined right after completing his PG Diploma in Mass Communication from Sophia Polytechnic, Mumbai in 2019. He has also been a freelance writer for films and content in development for various production houses and OTT platforms.

Vishnu is also a published writer and a poet, in multiple magazines. An avid reader, his interest lies in negotiating and understanding the historical and contemporary context (of his birth) in a specific time and place via the medium of written words and he hopes to publish his first novel soon.

## State Focus - Madhya Pradesh – 2020's Most Film Friendly State of India

### Moderator

**Samir Sarkar**, Producer

### Speakers

**Sheo Shekhar Shukla**, Principal Secretary, Tourism & Culture Dept. & Managing Director, Madhya Pradesh Tourism Board, Govt. of Madhya Pradesh

**Raghuvir Yadav**, Actor

**Uday Singh**, Managing Director, Motion Pictures Association of America

**Vani Tripathi Tikoo**, Actor, Producer and board member of CBFC

Madhya Pradesh (MP) is a new favourite destination for filming nowadays. MP has gems for location hunters who want to capture unseen location, the rural charm, the endless array of castles, palaces, fortresses, natural beauties, wonderful forests, wildlife, highlands and unseen water bodies etc. for their audiences.

Keeping the necessity in consideration, the state government has put its efforts towards making it more viable by launching MP Film Tourism Policy in 2020. Madhya Pradesh has established a dedicated body called Film Facilitation Cell (FFC) as a nodal agency to help and support filmmakers coming to shoot in the state. Madhya Pradesh is also offering very attractive financial incentives to the national as well as international filmmakers. Apart from direct financial subsidy provisions, Madhya Pradesh also offers additional subsidy on hiring local artists and shooting on state government owned locations. With the intention to tap into the international market, MP offers subsidy upto two crores on shooting international films, TV series & web series. To promote heritage of the state in the southern part of India, MP has additional subsidy on shooting Tamil, Telugu, Kannada and Malayalam films.

### Moderator



#### **Samir SARKAR**

Samir Sarkar, an alumnus of the National Film School of France, is a national award-winning film producer. He has produced six feature films and more than fifty TV commercials, documentaries, and music videos under the banner of Magic Hour

Films, a production company he founded in 2008.

Some of his award winning feature productions include, Arun Karthick's IndoDutch co-production *Nasir*, Aditya Vikram Sengupta's critically acclaimed Netflix title *Jonaki*, national award winner *Kalla Nottam* and TIFF selection *Paka (River of Blood)*. Samir offered production support and consultancy on Ang Lee's Oscar-winning movie *Life of Pi* and has played pivotal roles of Executive & Line Producer on more than twenty-five international feature-length projects, documentaries and TVCs.

Before taking on the role of an entrepreneur, Samir worked, for over ten years, in several capacities, in Bollywood.

## Speakers



### Sheo SHEKHAR SHUKLA

Mr. Sheo Shekhar Shukla has been working as Principal Secretary, Tourism, Culture, Public Relation Department, Government of Madhya Pradesh and Managing Director of Madhya Pradesh Tourism Board. He is also the chairman of the Film Facilitation Cell Madhya Pradesh and has dedicatedly been helping filmmakers, directors, producers, line producers and concerned departments with filming permissions, arranging meetings and for encouraging the investors for development of film project infrastructure in the state. He has been serving the Tourism Department since August 2020 in which many film projects are being shot under the leadership of Mr. Shukla. Shukla is also the Principal Secretary of Culture Department of Government of Madhya Pradesh.



### Raghuvir YADAV

He is seen in many milestone films in the coming decades, eight films that he has acted in have received Academy Award nominations for Best Foreign Language Film. Raghuvir Yadav is the only Indian actor to have received the Silver Peacock Best Actor Award at the International Film Festival Of India. His acclaimed performances include *Salaam Bombay*, *Rudaali*, *Damu*, *Raman Raghav*, *Lagaan*, *Meenaxi* by M.F Hussain, *The Virgin Goat*, *Water*, *Peepli Live*, *My Friend Hitler*, *Club 60*, *Sui Dhaaga* and *Newton* to mention a few. *Mulla Nasruddin*, *Mungerilal Ke Haseen Sapne*, Shyam Benegal's *Amrawati Ki Khaniyan*, Gulzaar's *Pus Ki Raat*, *Chacha Chaudhary*, *Panchayat*, *The Great Indian Murder* are memorable roles played by him on television and the web.



### Uday SINGH

Uday Singh is the Managing Director of the US-based Motion Picture Association's Indian Operations (MPA). The MPA members include Walt Disney Studios, Netflix, Paramount Pictures, Sony Pictures, Universal Studios, and Warner Bros. Before that, he was CEO of PVR Pictures and was Managing Director and Executive Vice President of Sony Pictures. During his tenure, Sony Pictures transformed from a declining company to being the market leader among Hollywood Studios. He has distributed over 300 films. Uday is Co-Chair-Film of the FICCI Media & Entertainment Committee, a member of the CII Media & Entertainment Committee and FICCI-IP Committee. He has been a regular speaker at industry events. Uday is an alumnus of Harvard Business School.



### Vani TRIPATHI TIKOO

Vani Tripathi Tikoo has been a socio political activist, and her campaigns and outreach programmes have focused on encouraging women's participation in politics and bringing the youth to a universal platform that addresses issues including education, empowerment and employment.

She has been closely involved in theatre, films and television, having worked in projects in India as well as abroad. As an actor, she has about 50 plays, 40-odd TV serials and six films to her credit. She has worked in plays by legends like Anton Chekov, Peter Shaffer, Arthur Miller, Tennessee Williams and several Indian playwrights.

She currently writes on issues related to broadcasting and content creation, and is a part of the core steering committee for the International Film Festival of India, Goa (IFFI) since the past four years.

## State Focus - Maharashtra – The Ultimate Filming Destination

### Moderator

**Nitin Tej Ahuja**, CEO, Producers Guild of India

### Speakers

**Shri. Saurabh Vijay**, IAS, Hon'ble Secretary,  
Department of Cultural Affairs, Government of  
Maharashtra

**Dr. Avinash Dhakne**, IAS, Managing Director,  
Maharashtra Film, Stage and Cultural Development  
Corporation Limited

**Ashwini Chaudhary**, President, India, Golden Ratio  
Films.

**Deborah Benattar**, Executive Producer, La Fabrique  
Films

**Amruta Subhash**, Actor

**Adinath Kothare**, Actor, Producer

Maharashtra has been at the forefront in the media and entertainment sector since the inception of the corporatization in this industry. Mumbai is the hub of Bollywood and more than 50% of that business comes from Maharashtra.

Government of Maharashtra has undertaken numerous steps over the years for Ease of Filming in the state including initiating a dedicated Single Window Cell for filming permissions. The Single Window Cell has not only assisted domestic production houses but also played an instrumental role in facilitating shooting for projects of national importance. The Department of Cultural Affairs has also published a location compendium featuring more than 100 shoot worthy locations along with the available peripheral infrastructure to choose from. The special incentive scheme for regional i.e. Marathi cinema where eligible projects could earn upto Rs. 40 lakhs as cash incentive was launched. With the change in new government, several new initiatives are being planned which shall strengthen Maharashtra's position as the most preferred filming destination.

### Moderator



**Nitin TEJ AHUJA**

As CEO of the Producers Guild of India, Nitin is charged with championing the cause and spearheading the development of the film, television and new media production sector in India. His responsibilities include focusing on policy matters, copyright protection, government regulations, taxation, production incentives available nationally and internationally, cinema tourism, international co-production treaties, and exchange programs.

He joined the Guild after a career spanning more than two decades in which he worked across various sectors in the Media & Entertainment industry including film, music, television, radio and publishing.

## Speakers



### Shri. Saurabh VIJAY

Shri. Saurabh Vijay is currently posted as Secretary, Tourism & Cultural Affairs Department, Government of Maharashtra. He is an IAS officer of 1998 batch and completed his B.Tech (Civil Engineering) from IIT, Delhi in the year 1996. Prior to this he was the Secretary for Medical Education and Drugs Department between July 2020 to September 2022. During this period, he also had the additional charge of Secretary, Tourism & Cultural Affairs Department, Government of Maharashtra. Before that he was the Secretary, Higher and Technical Education Department during June 2018 to July 2020. During his career he has been the Collector of Washim, Chief Administrator of CIDCO, Aurangabad, CEO, Zila Parishads of Akola and Gadchiroli and Assistant Collector of Kolhapur.



### Dr. Avinash DHAKNE

Dr. Avinash Dhakne is a senior IAS officer from Maharashtra's 2010 batch. He is currently serving as Managing Director, Maharashtra Film Stage and Cultural Development Corporation Limited, Mumbai, Maharashtra (popularly known as Dadasaheb Phalke Chitranagari/ Filmcity, Mumbai). Prior to this he served as Transport Commissioner at Mumbai. Earlier to this, he was the District Collector of Jalgaon District at Maharashtra. Dr. Dhakne has undertaken several initiatives for Ease of Doing business in the areas of process automation. He is passionate about his work and is planning to undertake several new initiatives at Filmcity, Mumbai for attracting filmmakers to shoot in a disturbance free environment.



### Ashwini CHAUDHARY

Mr. Ashwini Chaudhary is the President for Golden Ratio Films (GRF) in India. An industry veteran, who has directed more than 8 films and best known for his debut feature film *Laado* for which he received the National award as Best Debut Director, the much acclaimed *Dhoop* among other humane stories. Under his leadership Golden Ratio Films has produced Marathi films like *AB ani CD*, *Chandramukhi*, *Goshta Eka Paithanichi* which won the National Award for Best Regional Marathi Film and few web shows on Planet Marathi. GRF has also produced films like *Bhonsle*, *Sehar*, *Maadathy & Writer* in Tamil amongst many others.



### Deborah BENATTAR

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 and TV commercials. She collaborated with some renowned filmmakers such as Thomas Bidegain, Arthur Harari, Mia Hansen-Love, Matthieu Delaporte, Alexandre de la Patelliere, 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.



### Amruta SUBHASH

Amruta graduated from the National School of Drama and has worked in film, television and theatre. She made her debut in *Shwaas* that won the Best Feature Film award at the 51<sup>st</sup> National Films Awards. Her portrayal of RAW agent KDY in *Sacred Games Season 2* was widely appreciated. She has won the National Film Award for Best Supporting Actress for *Astu*, the Filmfare Award for Best Supporting Actress for *Gully Boy*, Asian Academy Creative Awards and Filmfare OTT Awards for Best Supporting Actress for *Bombay Begums*. She was in Ram Madhvani's *Dhamaka* and in TVF's *Saas Bahu Achaar* for which she won the Best Actress in Hindi Series at Indian Telly Streaming Awards.



### Adinath KOTHARE

Addinath Kothare is an Indian Actor, Director, Producer who predominantly works in the Indian Film Industry. Made his directorial debut with film *Paani* which won the National Award for Best Feature Film on Environment Conservation/ Preservation, and the Best Actor Award at New York Indian Film Festival. He has produced 2 films and more than 10 television shows.

## Introduction to IMDb

### Presentation By

**Yaminie Patodia**, Head, IMDb India

**Kalpana Nair**, Industry Relations Lead

IMDb is the world's #1 entertainment destination with a combined web and mobile audience of more than 200 million monthly visitors. It is the most authoritative source for movie, TV and celebrity content, designed to help fans discover and decide what to watch. This is an introductory session on IMDb and how creators can work with IMDb to connect with their audience and power their professional journey.

### Presentation By



#### **Yaminie PATODIA**

Yaminie heads IMDb India. She has 18+ years of experience building businesses at the intersection of media and tech. An alum of Tisch School of Arts, NYU and Lady Shri Ram, she has been in leadership roles for digital business across

leading media houses like Disney/Star in India and NBC Universal in New York, prior to her current role at IMDb.



#### **Kalpana NAIR**

Kalpana Nair is the Industry Relations Lead at IMDb India. She has over fourteen years of experience working with film festivals, entertainment television and film journalism and was previously the Head of Programming at Jio MAMI Mumbai Film Festival.



## India as a Global Content Hub

### Moderator

**Naman Ramachandran**, International Correspondent, Variety

### Speakers

**Shri Apurva Chandra**, Secretary, Ministry of Information & Broadcasting

**Ravinder Bhakar**, Managing Director, National Film Development Corporation

**Uday Singh**, Managing Director, Motion Pictures Association of America

**Apoorva Bakshi**, Managing Partner, Awedacious Originals

**Paolo Bertolin**, Festival programmer, Film writer and Producer

**Todd Brown**, Head of International Acquisitions, XYZ Films

Growing consumer appetite for quality content has driven up the production of Feature Films, TV and Web Series, and in general audio-visual content in India.

India launched several schemes to incentivise the Shooting of Foreign Films and to boost the commissioning of post-production facilities in India. With a global average rate, generally around 25%-30% of eligible expenditure, India's Incentive Scheme create a greater enabling environment to become globally competitive as a content hub. India is a land of storytellers, it narrates itself through breathtaking landscapes and is rich in filmic resources. Whether global production houses film in India or officially collaborate with our content creators under a treaty, India offers producers a 30% reimbursement. How will this impact the content business?

### Moderator



#### **Naman RAMACHANDRAN**

Naman Ramachandran is an International Correspondent with film trade publication Variety. Naman's work as an author includes Rajinikanth: The Definitive Biography (Penguin), Lights, Camera, Masala: Making Movies In Mumbai (IBH) and chapters in Rough Guide To Film (Rough Guides), Movies: From The Silent Classics Of The Silver Screen To The Digital and 3D Era (Universe) and Movie Star Chronicles: A Visual History of 320 of the World's Greatest Movie Stars (Peregrine). He is a BAFTA member and based in London.

## Speakers



### Shri Apurva CHANDRA

Shri Apurva Chandra took over as Secretary, Ministry of Information & Broadcasting in August 2021. Since then he has spearheaded the Ministry's key policy issues on matters related to outreach, broadcasting, stakeholder, partnership and collaboration with the Media and Entertainment Sector. Under his guidance, the Ministry has launched the Broadcast Seva Portal to ease the compliance burden of Broadcasters and Community Radio Stations. Simplified guidelines for TV Channels have been approved to promote India as a uplinking hub for foreign channels. India participated as 'Country of Honour' at Marche du Cannes Film Festival in 2022 and was the first country ever to do so. He currently heads the Task Force to lay down the policy for development of the sunrise AVGC Sector. He spearheads the largest film archiving mission in the world. An attractive incentive policy has been launched under his guidance for foreign film makers interested in creating content in India.



### Ravinder BHAKAR

Mr. Ravinder Bhakar, 1999 batch officer of Indian Railway Stores Service (IRSS) is currently serving as Chief Executive Officer of Central Board of Film Certification with the additional charge of Managing Director - NFDC, CEO - CFSI, Director General - Films Division, Director - National Film Archive of India, and Director - Directorate of Film Festivals. He is also the Festival Director of the 53<sup>rd</sup> Edition of the International Film Festival of India (IFFI 2022). He is a Mechanical engineer from MNIT, Jaipur and the recipient of prestigious awards, including the National Award for outstanding service from Minister of Railways, and General Manager Award for exemplary service in both Western Railways (WR) & Central Railways (CR).



### Paolo BERTOLIN

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.



### Apoorva BAKSHI

Apoorva Bakshi is an International Emmy Award-winning producer, most notably known for her critically acclaimed crime drama Delhi Crime. She serves as a Co-Founder and Managing Partner of Golden Karavan, Awedacious Originals, and Project FUEL carving her niche as one of the youngest producers of prolific South Asian productions.

An accomplished story engineer, Apoorva has collaborated with auteurs & filmmakers and developed a robust slate of genre defying projects which include Book Adaptations, Period Drama Series, Blue Chip Docs, Animation Features, Scripted and Unscripted Film and TV shows. Prior to producing, Apoorva successfully acquired and distributed over 50+ award-winning independents, notably the Cannes favourites, *Gangs of Wasseypur*; Golden Globe shortlists *Fandry & Siddharth*; IDFA winner *Placebo* and Indian Selection for the Oscars *Visaranai* among others.



### Uday SINGH

Uday Singh is the Managing Director of the US-based Motion Picture Association's Indian Operations (MPA). The MPA members include Walt Disney Studios, Netflix, Paramount Pictures, Sony Pictures, Universal Studios, and Warner Bros. Before that, he was CEO of PVR Pictures and was Managing Director and Executive Vice President of Sony Pictures. During his tenure, Sony Pictures transformed from a declining company to being the market leader among Hollywood Studios. He has distributed over 300 films. Uday is Co-Chair-Film of the FICCI Media & Entertainment Committee, a member of the CII Media & Entertainment Committee and FICCI-IP Committee. He has been a regular speaker at industry events. Uday is an alumnus of Harvard Business School.



### Todd BROWN

Todd Brown is Head of International Acquisitions at XYZ Films. XYZ Films is an integrated content company whose mission is to empower visionary storytellers from every corner of the planet. He is the founder and editor of international film website Screen Anarchy (formerly known as TwitchFilm.com).

## Saint-Tropez : a land of cinema – a destination for Indian film Shooting

**Presentation By**  
**Georges Giraud**, 1st Deputy Mayor, Saint-Tropez  
Town Council

**& other members of**  
**Saint-Tropez Town Council**

- Saint-Tropez and its vicinity: a picturesque place, created for painters, photographers and film shooters

- Film making tradition in Saint-Tropez: Brigitte Bardot but not only...

- The Indian project and the willingness of the town for collaboration for film making.

During the presentation, Georges Giraud and the delegation from Saint-Tropez will be delighted to answer any question of professionals and others about Saint-Tropez, the project Highlight India and any question about Saint-Tropez.

### Presentation By



**Georges GIRAUD**

The presenter has been born in Saint-Tropez (married, 1 daughter). He is passionate about cultural exchanges. He has been the first deputy mayor of Saint-Tropez since 2020. As a musician he has participated in numerous cultural festivals all over Europe. With other elected members of Saint-Tropez town council, he is very implicated in the project Highlight India in Saint-Tropez in partnership with the Indian Embassy in Paris with the aim of organising a permanent annual Indian cultural festival in the town Saint-Tropez, on the 27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup> May. The first one starting in 2023 and offering a wide space to Indian cinematographic productions.

## e-Film Clearance

### Presentation By

**Sh. Maniksha Bakshi**, Deputy. Manager, IT & Film Shooting Promotion Cell

Delhi Tourism is the nodal agency for Film Shooting Facilitation in Delhi and created a Completely online Single Window Clearance Mechanism, e-Film Clearance.

The Delhi Film Policy-2022 created aims to promote artistic, creative and cultural expressions and brand Delhi as a vibrant film shooting destination.

The Delhi Film Policy-2022, along with new website of Delhi Tourism containing special section on Delhi Film Policy-2022 and completely online Single Window Clearance system, e-Film Clearance was notified and launched on 13-05-2022.

The Delhi Film Policy-2022 will build large, enthusiastic audiences for films shoots in Delhi, both at domestic and global level. In addition this policy will help develop and support local talent and provide skilled ecosystem in Delhi. Leading the Digital revolution - this policy provided ease of doing film business in Delhi, through its online e-Film Clearance for film producers.

This e-Film Clearance System has been developed through NIC on e-District portal of GNCTD wherein all concerned location stakeholder departments of Government of India, Government of National Capital Territory of Delhi and other independent agencies, responsible for providing approvals for film in Delhi, have been integrated, through an online common Application Form

## Presentation By



### **Maniksha BAKSHI**

Sh. Maniksha Bakshi is Deputy Manager in Delhi Tourism's Film Shooting Promotion Cell under Delhi Film Policy - 2022. He was part of the team who created Delhi Film Policy-2022 and created the new web portal of Delhi Tourism with special section on e-Film Clearance. He was part of delegation to 75th International Cannes Film Festival, 2022. He has overall 30+ years of experience of working as Head of Information Technology in Delhi Tourism.

## Evolving Cinematic Content: Impact of Rising OTT in the Post Covid Era

### Moderator

**Namrata Joshi**, Associate Programmer and Journalist

### Speakers

**Shri Prithul Kumar**, Joint Secretary, Films, Ministry of Information and Broadcasting

**Lada Guruden Singh**, General Manager and Head of Sony Pictures International Productions (SPIP)

**Akshay Bardapurkar**, Founder, Planet Marathi

**Shobha Sant**, Head of Content Alliances, Jio Studios

Impact of OTT services coming to South Asia and setting shop had a tremendous impact on the indie cinema pipelines and the mass entertainers, calling for restructuring and strategising of the business. This phase of influx followed by the pandemic, flustered the already obstructed formulaic flows that were being strived. In an attempt to crack the new formula, where are we with knowing our audiences? What are the industry veterans perception about the palpable current times? Are we understanding the evolving audiences or moving towards governing trends again?

### Moderator



#### **Namrata JOSHI**

Namrata Joshi is Associate Programmer (India) for Indian Film Festival of Los Angeles (IFFLA). A senior journalist and film critic, she is the winner of India's National Award for Best Film Critic for 2004. She came out with her first book,

Reel India: Cinema off the Beaten Track published by Hachette in July 2019.

A member of FIPRESCI, the international federation of film critics based in Munich, she has been a member of the Fipresci critics' juries at the international film festivals in Toronto, Cairo, Moscow, etc. She has been on the selection committees for films at the International Film Festival of Kerala and International Film Festival of India, Goa.

## Speakers



### Shri Prithul KUMAR

Shri. Prithul Kumar, is presently JS (Films), Ministry of I&B, dealing with policy and administrative matters of Films Wing. He is an IRTS Officer of 2000 batch. He has held various assignments in Railways handling Operations, Marketing, Infrastructure, IT & Safety. He was assigned to setup train operations for the inauguration of Railways in Kashmir Valley, in 2008. On deputation to Ministry of Mines from 2013-19, he spearhead several path-breaking initiatives such as – implementation of ‘auction’ mechanism for ensuring transparency mining allotments in the country, ‘Star Rating’ for sustainable mining, ‘Mining Surveillance System’ to prevent illegal mining using satellite technology & also protected country’s interests in an ‘International Arbitration’ case under Bilateral Investment Treaty. In his free time, he likes to watch movies.



### Lada GURUDEN SINGH

Lada has been with Sony Pictures group since 2014 in multiple capacities across public relations, marketing, and creative development. He has worked on titles like *Piku*, *PadMan*, *102 Not Out*, *Loop Lapeta* and has led the studio’s expansion in Malayalam and Telugu with 9 and the recent blockbuster *Major*. India’s youngest biographer at the age of 22, Lada is a published author and a poet with three books to his credit. He is a former journalist and has worked with India Today as an anchor. He has also worked at Fox Star Studios and Disney India previously. Most recently, Lada has been instrumental in snagging the rights to *Shaktimaan*, a superhero trilogy currently in the works at SPIIP.



### Shobha SANT

Shobha Sant currently serves as the Head of Content alliances, Films at India’s leading film studio, Jio Studios.

A graphic designer by qualification, Prior to Jio Studios, Ms Sant is credited with producing blockbuster features such as *Padmavat* and *Bajirao Mastani*, helmed by Sanjay Leela Bhansali, where she served as the CEO of the company. With almost three decades of work experience, Ms Sant is also credited with running the popular marketing design agency (Mantra SDS) and talent management agency (Talent Mantra) that represented leading film talent and led the packaging of feature films.



### Akshay BARDAPURKAR

National award winner Akshay Bardapurkar is an Indian film producer. He is the Head & Founder of Planet Marathi Group which works in various verticals of entertainment including Planet Marathi - Film Production, Planet Talent - Celebrity Management and the world’s 1st ever exclusive Marathi OTT platform Planet Marathi OTT with a powerful tagline, ‘Ma Maanacha Ma Marathi cha’. Akshay Bardapurkar’s Planet Marathi applauded at 68th National Film Awards. The soon-to-be-released *Goshta Eka Paithanichi* received the National Award for Best Marathi Film.

Akshay Bardapurkar was also felicitated with the most prestigious title of Made In India Icons 2021 by the Honorable Governor of Maharashtra Shri. Bhagat Singh Koshiyari.

## AVGC & AR/VR - The Backbone of Media and Entertainment Industry

### Moderator

**B S Srinivas**, Secretary, ABAI, AVGC Centre of Excellence - Karnataka Director, Arena Animation Co-chair & Director, Bengaluru GAFX

### Speakers

**Ashish Kulkarni**, Founder, Punnaryug & Chairman of FICCI

**Dr. Cristian Jezdic**, CEO, beQ entertainment

The AVGC sector in India has the potential to become the torch-bearer of “Create in India” and “Brand India”. According to the ministry, India has the potential to capture 5% (~\$40 billion) of the global market share by 2025, with an annual growth of around 25-30% and creating over 1,60,000 new jobs annually in the sector.

The sector had seen tremendous growth over the past seven years and, with proper impetus, could soon become a world leader. India could become the content creation factory of the world in the sector.

The panel will focus on the factors for India’s fast growth in the AVGC sector & how this sector is the backbone of the media & entertainment industry. It will also focus on national & international collaborations for the growth of the Global AVGC Sector & also the skilling & development initiatives by central & various state governments.

### Moderator



#### **B S SRINIVAS**

B S Srinivas was among the first to start animation, VFX & gaming education in the country 25 years ago. Srinivas has spearheaded and led important roles with several institutions including Arena Animation-Malleswaram & Rajajinagar centers, Bengaluru, ABAI-a non-profit trade organisation working towards skill development & growth in the animation, VFX & games sector, and, GAFX - Asia’s most prominent and largest AVGC conference. He has also ventured into feature film production under the banner name of ‘Purple Rock Entertainers’ & produced his first film in Kannada titled *Bhinna* which went on to become the first direct to OTT release Kannada film in October 8th 2019. His second movie *Dear Sathya* released in theatres in March 2022 & after a successful run is now streaming successfully on Amazon Prime.

## Speakers



### **Ashish KULKARNI**

Ashish S K, founder of Punnaryug Artvision and Screenyug Creations Pvt. Ltd. Renowned as an AVGC guru, has been appointed on the Indian Animation, Visual Effects, Gaming and Comics Task Force recently formed by Government of India under the Information & Broadcasting Ministry. He developed curriculums and introduced creative career programs in institutes like FTII, Media and Entertainment Skills Council, Whistling Woods International, Ramesh Sippy Academy for Cinema and Entertainment, Annamalai University, Arena, MAAC, Jagannath University, Jagran Lakecity University, Shoolini University and organized workshops over 70 cities to promote careers in AVGC - AR/VR. Ashish, has been appointed as a Mentor of the GMEC - Global Media Education Council in 2021.



### **Dr. Cristian JEZDIC**

Cristian is the founder of beQ entertainment, a production house specialising in animated TV/web series' and feature films.

Cristian is Senior Animation Producer, CGI/VFX Manager and Supervisor with 30 years of experience, backed up by valuable experience, and specialises in classical and new media.

Cristian has worked in several animation and VFX/ CGI productions contributing to projects and has managed his own research, liaised with various divisions, formulated media reports and participated in group project meetings. He is an expert in overseas production management.

## Russian Content Showcase at Film Bazaar 2022 (Feature Films, Series, Animation)

**Presentation By**  
**Russian Content Worldwide by ROSKINO**

Russian Content Showcase is dedicated to presenting you with a lineup of projects: feature films, series, and animation. Every year in Russia there are 150 feature films, 7000 hours of scripted content and more than 120 hours of animation produced and distributed to more than 100 countries worldwide. This video presentation is divided into 2 parts. The first includes detailed information about the feature films, series, and distributors. The second part is dedicated to animation content. All companies are presented at the Film Bazaar 2022 under the RCW brand. Companies are presenting their trailers and teasers and will provide information on sales representatives for further cooperation. We are looking forward to seeing you at the Showcase!

### Presentation By



**RUSSIAN  
CONTENT  
WORLDWIDE**  
by ROSKINO

#### **Russian Content Worldwide by ROSKINO**

Russian Content Worldwide is the umbrella export brand of the Russian content industry. RCW unites all Russian audiovisual content creators, promotes their products in international markets, and seeks to raise the global awareness of professional audiences of the capabilities of the Russian creative industries in the making of films, TV series, and animations, and their potential for international cooperation. We support the Russian content industry becoming more transparent, and communication between Russian content producers and international professionals.



## Distributing Indian Indie Content Overseas

### Moderator

**Girish Srivastava**, Founder and CEO, Diversified Program Action Group

### Speakers

**Shri Armstrong Pame**, Deputy Secretary, Ministry of Information & Broadcasting

**Nasreen Munni Kabir**, Curator/Consultant Indian Films, Channel 4 TV, UK

**Stephan Holl**, Co-founder and Managing Director, Rapid Eye Movies

**Swaroop Chaturvedi**, Film Producer & Film Syndications, Aggregation & Licensing Specialist

With the advent of OTTs, distribution strategies and pipelines have evolved for Regional as well as Hindi content in the last few years. International distribution of these films has been a tricky business outside the diaspora and festival markets. How are the indie producers dealing with the challenges? What alternatives are being resorted to? Sales agents, aggregators, producers - which pillars are providing audiences and avenues? There is much conversation about inclusivity in the European markets now; how to drive through the gate keeping to strive for better possibilities and dial down the bias. What measures could bring the inclusivity beyond tokenism? A conversation exploring pushing boundaries and finding newer paths with digital distribution and in other areas. These are some questions the panel would explore and call for attention on how to deal with the pressures and gaps felt while distributing indie content in the global market.

### Moderator



#### **Girish SRIVASTAVA**

In a career spanning over 32 years, Girish has worked with Indian Broadcasting Foundation (IBF), NASSCOM, Bechtel Corporation USA, Toyo Engineering Corporation, Japan and Reliance Industries Ltd. During his assignment with IBF as its Secretary General, he spearheaded some of the key function like self-regulation of content in non-news space, policy and regulatory affairs of broadcast sector and promotion of media and entertainment business in India and overseas.

Given his extraordinary contributions in reforms and governance he has regularly been considered as a member of several high-profile Government Committees and programmes. Girish is presently advising firms on content and technology matters, intellectual property rights, trade policy and regulatory affairs, business and investment promotion programs among others.

## Speakers



### Shri Armstrong PAME

Armstrong Pame is an officer of the Indian Administrative Service (IAS) of 2009 batch belonging to Manipur Cadre. Armstrong Pame is a Physics (Hons.) graduate from St. Stephen's College, Delhi University and had also completed Transformational Leadership Course from Oxford University and Leadership in 21<sup>st</sup> Century Executive Education Module from Harvard Kennedy School. He is also a Young Global Leader of Class of 2018 declared by World Economic Forum. Armstrong Pame is also a motivational speaker at various platforms including TEDx, universities and corporates. Armstrong Pame is currently working as Deputy Secretary in Ministry of Information and Broadcasting.



### Nasreen Munni KABIR

Based in London, Nasreen Munni Kabir is documentary filmmaker/author of several books on Hindi film, including *Guru Dutt, A life in Cinema*, *Lata Mangeshkar in her own words* and *A. R. Rahman, The Spirit of Music*. She has directed/produced 100 television programmes for Channel 4 TV, UK on Indian film, including *Movie Mahal*, *In Search of Guru Dutt*, and *The Inner/ Outer World of Shah Rukh Khan*. She served a six-year term as a governor on the board of the British Film Institute (2000-06) and has for over 35 years worked as Channel 4's Indian cinema Consultant, curating their annual Indian film season.



### Stephan HOLL

Stephan Holl, is the co-founder of Rapid Eye Movies, a German film label dealing in distribution, production and music. Since 1996 Stephan has been distributing highly aesthetical and extraordinary cinematic gems and triggered the breakthrough of Asian directors like Takeshi Kitano, Takashi Miike, Park Chan-wook and Kim Ki-duk for Germany and above all popular Indian cinema in Europe.

The initial focus of primarily distributing national and international film has been extended bringing together filmmakers and long time companions from a diverse array of cultures and artistic spheres – from music to film and visual arts – such as Khavn de la Cruz, Ashim Ahluwalia, Sabu, Christopher Doyle, Stereo Total, Mario Lombardo and Alexander Kluge. To create and produce movies that push boundaries and defy the conventional.



### Swaroop CHATURVEDI

With 2 decades of experience in the M&E sector Swaroop started his journey of becoming a Film Producer with NFDC presented *Angrezi Mein Kehte Hain* starring Pankaj Tripathi & Sanjay Mishra. This was a progression for him after his extensive experience with Star India and Sony Pictures Networks. He consults major Producers & film studios of repute in Hindi, Marathi, Bengali & Kannada managing their Licensing, Commercials, Syndications & Acquisitions Verticals for opportunities across all non theatrical platforms.

He is co-producing films for the 2023 - 24, one each in Hindi, Kannada & Marathi in partnerships with his existing tie-ups & is also associated as a Producer/ Co-Producer on 2 originals for OTT.

## Navigating Conversations with Trade Magazines

### Moderator

**Ajit Rai**, Film Critic, Journalist

### Speakers

**Liz Shackleton**, Contributing Editor, Asia, Deadline Hollywood

**Naman Ramachandran**, International Correspondent, Variety

**Natarajan Vidyasagar**, Editor, Pickle Media

An independent film is dependent on a few elements in the industry aligning with their stars film. One of these elements is the trade papers. How to build a favourable market situation? How to convert the favourable word of mouth about the film (developing in the market) into trade magazines covering it. How to navigate conversations with trade papers? How to approach and strategize PR early in the film's life cycle. These are some questions that this conversation will answer for indie filmmakers early in their journey.

### Moderator



#### Ajit RAI

Ajit Rai is a leading Film Journalist of India with experience of more than 35 years in almost all leading national newspapers, reputed journals and electronic media as well. He wrote a best seller book *Hindujas and Bollywood* that is a global cultural

journey of about 1200 Hindi films introduced to World by *Hinduja Family (1954-1984)*.

His 5000 published articles make him a pioneer in film & cultural journalism. He has been the editor of *Rang Prasang*, an international journal of National School Of Drama, New Delhi, and founder-editor for *Drishyantar*, a monthly magazine of *Doordarshan*, Government of India.



#### Naman RAMACHANDRAN

Naman Ramachandran is an International Correspondent with film trade publication *Variety*. Naman's work as an author includes *Rajinikanth: The Definitive Biography* (Penguin), *Lights, Camera, Masala: Making Movies In Mumbai*(IBH) and chapters in *Rough Guide To Film* (Rough Guides), *Movies: From The Silent Classics Of The Silver Screen To The Digital and 3D Era* (Universe) and *Movie Star Chronicles: A Visual History of 320 of the World's Greatest Movie Stars* (Peregrine). He is a BAFTA member and based in London.

### Speakers



#### Liz SHACKLETON

Based in Hong Kong, Liz Shackleton is the founder of *Chime Consulting*, which conducts research and organizes seminars and other events for companies and government organizations exploring the content industries of China, India and the Middle East. She is also Contributing Editor, Asia for Los Angeles-based *Deadline* ([deadline.com](http://deadline.com)), and the founding editor of the *Streamlined* newsletter ([www.streamlined.news](http://www.streamlined.news)), which covers the content industries of the Asia Pacific region, Africa and the Middle East.



#### Natarajan VIDYASAGAR

Natarajan Vidyasagar, Editor, *Pickle Media*. *Pickle* is India's only media and Film biz magazine for the world. We have partnerships and dedicated print and digital editions reaching to 14 markets and festival delegates in trade racks at *Berlinale EFM*, *MIPTV*, *NABSHOW*, *Cannes Marche*, *Annecy MIFA TIFF*, *MIPCOM*, *AFM* among others.

*Pickle* reach out to audio visual companies in over 50 countries; Targeted global buyers and distributors; Film Festivals and markets; scout locales and service providers, Animation, VFX, VR, production companies; Global companies looking at offshoring from India; Co-production seekers.

*Pickle Media Pvt Ltd* is based out of Mumbai and Chennai.



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Ministry of Information and Broadcasting



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