

# 2017

## KNOWLEDGE SERIES



# Film Bazaar



by NFDC



# Welcome to Film Bazaar 2017

It is important for any industry to engage in insightful, constructive and forward-looking conversations to be able to evolve and grow exponentially. At the same time its important to review the archives – a lot of insight and wisdom can emerge from re-visiting the cinema history of a nation, a civilization.

Knowledge Series, which provides for forums to kickstart or often continue such conversations within Asia's largest film market - the Film Bazaar - endeavours to constantly strive towards curating discourses around not necessarily what's 'hot and happening' – but definitely around emerging trends , their genesis and therefore the way forward. We would like to be the convergence point for a Think Tank – that has the rigor to consume and analyse the content business from across the world and adopt those understandings into constant nurturance and up-gradation of the ecosystem.

This year too, the Knowledge Series Stage plays host to an eclectic selection of Conversations, Presentations and Panel Discussions. Additionally it also hosts partially the Producers Workshop - a space specially created for young (student) producers to not only have close door sessions with key industry personnel but also to build their pitches under the mentorship of a panel of very niche Indian and International mentors and to experience hands on and with keen mentorship the next generation technology in film making – the VR experience.

Every year our sessions and conversations are divided into 3 broad themes. This year we hope to explore -

Small is Big - The Small films born out of Big Ideas from across the country that have made it big - through festival circuits, amongst Sales Agents and International Markets. These Big Idea films have also witnessed and closely benefitted from new distribution and Outreach models - The Digital, the Innovative and the Alternate ways that filmmakers adopt to promote, reach out & monetise their films

The World of Film Festivals, Film Markets & Sales Agents - Forums which create contextual awareness and start conscious, constructive conversations between Sales Agents, Film Festival Programmers and Film Makers

New Film Technologies – From Daydream to Artificial Intelligence, from high end VFX to the high speed wireless Qube Wire – this year there is a lot of film tech updates to focus on.

Like every year Knowledge Series is also proud to host the Open Pitch session for the Co-Production Market projects and the Investor Pitch session for the Film Bazaar Recommends projects - verticals that have seen some very landmark projects over the years - e.g. 'The Lunch Box', 'Newton', 'Village Rockstars', 'Machines', 'Thithi' , 'Titli', 'Nil Battey Sannata', 'Killa', 'Gurgaon' to name a few.

These are exciting times for content creators and for those who build monetization models out of this content. Filmmakers are gradually becoming format agnostic. They are willing to experiment with new, emerging technologies which are often as basic as a camera phone! While the screen size has shrunk and landed in our palms , the 'watch while travel' mindset is gradually moving towards completely immersive experiences. The HMD is the new industry trend!

There is very personal , focused data that flows in from such content consumption and the consumer data that the process of acquiring the hardware entails. And its constantly feeding the gargantuan appetite of AI and its ever expanding universe of algorithms which are now slowly moving from data analytics that tell business stories and provide revenue solutions to actually occupy that very special space – of content creators and those who propose to provide screenwriting solutions!

**Knowledge Series Team 2017**

# KNOWLEDGE SERIES / DAY 1

## TUESDAY, NOVEMBER 21

TIME	SESSION	SPEAKERS	PG
10.00AM – 12.30PM	<b>Open Pitch</b>	Urmi Juvekar, Head of Development & Production, NFDC	6
12.45PM - 1.00PM	<b>A Rendezvous with your Lunch Hosts - Uttar Pradesh</b>	Avinash K. Awasthi, IAS, Principal Secretary of Information and Tourism, Chairman, MD - Film Bandhu, CEO - UPEIDA Vikramjit Roy, Head - FFO of the M/O I&B at NFDC	7
1.00PM - 1.45PM	<b>The Sales Pitch - Meet the Sales Agents</b>	Anne Sophie Lehec, Asian Shadows Mike Dougherty, Radiant Films Jennifer Ishikata, Shoreline Entertainment Laurent Danielou, Loco Films Ruchi Bhimani, Producer, One-Eyed Turtle Films	8
3.15 PM - 4.00 PM	<b>Funds &amp; Public Funds - Focus India, Asia</b>	Ilann Girard, Managing Director, OLFFI Miriam Joseph, Producer	9
4.15 PM - 5.00 PM	<b>Integrating Instagram and Facebook - Community Building Solutions for Indie Films</b>	Kinshu Sinha, Head of Media Growth Partnerships, Facebook	10
5.15 PM - 5.30 PM	<b>Meet the Hosts - Telangana</b>	Dulam Satyanarayana, Documentary Filmmaker	11
5.30 PM - 6.15 PM	<b>The Indian Indie - Down the Years - Curation, Art House Showcasing, Outreach &amp; Distribution</b>	Laurence Kardish, Artistic Director - Film Columbia Sudhir Mishra, Filmmaker	12

# KNOWLEDGE SERIES / DAY 2

**WEDNESDAY,  
NOVEMBER 22**

<b>TIME</b>	<b>SESSION</b>	<b>SPEAKERS</b>	<b>PG</b>
10.30 AM - 12.30 PM	<b>Film Bazaar Recommends</b>	Deepti DCunha, Festival Programmer	<b>13</b>
12.45 PM - 1.30 PM	<b>Designing the Long Running Format - Challenges of the Web Writing Universe</b>	Aparna Purohit, Head of Creative Development, Amazon Prime Video Vikram Malhotra, CEO, Abundantia Entertainment Datta Dave, Partner, Tulsea	<b>14</b>
3.15 PM - 4.15 PM	<b>Passion for Cinema - Making, Showcasing, Promoting &amp; Distributing that Passion Project</b>	Shlok Sharma, Filmmaker, HaramKhor, Zoo Rima Das, Filmmaker, Village Rockstars Pushpendra Singh, Director, Ashwathama, Lajwanti Rasika Dugal, Actress	<b>15</b>
5.30PM - 5.45PM	<b>Meet the Hosts - Lakshadweep</b>	Shri Farooq Khan, Hon'ble Administrator, U T of Lakshwadeep Prahlad Kakkar, Genesis Film Productions Pvt Ltd.	<b>16</b>
5.45PM- 6.30PM	<b>Celebrating the Asian Indie</b>	Michael Werner, Film & Media, Strategic Consultant Cameron Bailey, Film Critic & Artistic Director, TIFF	<b>17</b>

# KNOWLEDGE SERIES / DAY 3

## THURSDAY, NOVEMBER 23

TIME	SESSION	SPEAKERS	PG
10.30 AM – 12.30 PM	<b>Film Bazaar Recommends - 2</b>	Deepti DCunha, Festival Programmer	<b>18</b>
12.45PM - 1.30PM	<b>Innovative Outreach and Monetisation Opportunities for Indie Filmed Content</b>	Sandeep Mohan, Filmmaker Saurabh Singh, CEO, 1018mb Lijo Jose Pelissery, Filmmaker Nivedhita Siddharthan, Moviesaints.com Vivek Paul, CEO, Reelmonk Rohan Sippy, Filmmaker, Producer	<b>19</b>
2.15 PM - 3.00 PM	<b>Designing the Festival Kit</b>	Raam Reddy - Filmmaker Michael Werner, Film & Media, Strategic Consultant Marten Rabarts - Head - EYE International	<b>20</b>
3.15 PM - 4.00 PM	<b>Film Festivals and Markets - Exploring Audiences &amp; Business and Outreach Opportunities</b>	Marco Mueller, Festival Director, PYIFF Cameron Bailey, Film Critic & Artistic Director, TIFF Christian Jeune. Head - Film Department, Festival De Cannes Sergio Fant, Locarno Paolo Betolin, Programmer, Venice International Film Festival Dorothee Wenner, Programmer, Berlin Film Festival Deepti DCunha, Festival Programmer	<b>21</b>
4.15 PM - 4.45 PM	<b>DayDream with Google</b>	Chaitanya Chunduri, Country Lead - India AR/VR, Google India	<b>22</b>
5.15PM- 6.15PM	<b>Showcasing Cinema of the North East - From Indie to Industry</b>	Pradip Kurbah, Filmmaker Kenny Basumatary, Filmmaker Dominic Sangma, Filmmaker Jaichung Dohutia, Filmmaker Anushka Meenakshi, Filmmaker, Kho Ki Pa lu Iswar Srikumar, Filmmaker, Kho Ki Pa lu Raam Reddy, Filmmaker	<b>23</b>

# KNOWLEDGE SERIES / DAY 4

**FRIDAY,  
NOVEMBER 24**

<b>TIME</b>	<b>SESSION</b>	<b>SPEAKERS</b>	<b>PG</b>
10.30 AM - 11.30 AM	<b>VOD Platforms - Challenges and Solutions in the Next Growth Phase</b>	Suri Gopalan, CEO, Vista India Satya Raghavan, Head - Content Operations, YouTube India David Averbach, The Film Collaborative Rohan Sippy, Filmmaker	<b>24</b>
11.45 AM - 12.30 PM	<b>The Business of Film Technology</b>	Ankur Jain, VP and Head Sales, APAC, India Senthil Kumar, Co-Founder, Qube Cinema Technologies Arnault Labaronne, Filmmaker Vivek Paul, CEO, Reelmonk	<b>25</b>
12.45 PM - 1.30 PM	<b>The Ease of Filming in India with Film Facilitation Office</b>	Vikramjit Roy, Head - FFO of the M/O I&B at NFDC Sanjay Suri, Actor	<b>26</b>
2.00 PM - 2.45 PM	<b>The Business of Content - Ownership vs Work For Hire</b>	Madhu Gadodia, Equity Partner (B.HSc, LLB) Naik Naik & Co. Datta Dave, Partner, Tulsea	<b>27</b>
3.00 PM - 3.45 PM	<b>From Free Downloads to the Biggest Revenue Generators for an Indie Film - the YouTube Business Story</b>	Satya Raghavan, Head - Content Operations, YouTube India	<b>28</b>
4.00 PM - 4.45 PM	<b>Artificial Intelligence and the Art of Content Creation</b>	Jack Zhang, Founder, CEO , Greenlight Essentials Sudhir Mishra, Filmmaker	<b>29</b>

**Moderator**

**Urmi Juvekar**, Head of Development and Production,  
NFDC

## Open Pitch - Co-Production Market

The Open Pitch kick starts Co - Production Market 2017. Eighteen selected projects will present their video pitches to delegates interested in Co - Production, sales, distribution and funding. This year's selection includes projects from India, Nepal, Bangladesh, Afghanistan, Sri Lanka and Canada.

	<b>Original Title</b>	<b>English Title</b>	<b>Director</b>
1	A Lottery Ticket	A Lottery Ticket	Sagarika Banik
2	Permanent Resident	Permanent Resident	Satinder Kassoana
3	Mogulmarir Katha	Mogulmari Tales	Prantik Basu
4	Omniyam	Omniyam	Kamal Swaroop
5	Holy Fire	Holy Fire	Miransha Naik
6	Omni	Omni	Amit Ashraf
7	Distant Teardrop	Distant Teardrop	Padmakumar Narasimhamurthy
8	Mukti	The Gift	Tamal Sen
9	Laila aur Satt Geet	The Shepherdess and the Seven Songs	Pushpendra Singh
10	Pina Vaasam	Scent of a Dead body	Ilango Ramanathan
11	Badhonhin	Free	Taneem Rahman
12	Uljhan	The Knot	Ashish Pant
13	Chowsang On	The Little Monk	Nang Tanvi Manpoong
14	Spirogyra	Spirogyra	Abhilash Vijayan
15	Postman	Postman	Siddiq Barmak
16	Aamis	Voracious	Bhaskar Hazarika
17	The Whole-Timers	The Whole-Timers	Pooja Gurung & Bibhusan Basnet



### Urmi JUVEKAR

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

## A Rendezvous with your Lunch Hosts - Uttar Pradesh

Situated in the northern part of India, Uttar Pradesh is one of the most popular and famous tourist destinations for both Indians and foreigners alike. Besides being famous for its rich culture and traditions, Uttar Pradesh has a large number of historical monuments and places of religious significance including Ayodhya and Mathura, the birthplace of Lord Rama and Lord Krishna respectively.

As far as making of films is concerned, Uttar Pradesh has a prominent place in the history of Indian cinema. It has given several renowned film producers, directors, artistes, lyricists, musicians and story/script writers to the film industry. It is bestowed with all the quintessential elements for film making.

The President of India awarded the 'Special Mention Certificate' to Uttar Pradesh in the year 2015 in 63rd National film Festival and the 'Most film Friendly State Award' in 64th National film Festival in year 2016.

### Speaker

**Avanish K. Awasthi**, IAS, Principal Secretary of Information and Tourism, Chairman, MD - Film Bandhu, CEO - UPEIDA



### **Avanish K. AWASTHI**

Mr. Avanish Kumar Awasthi is a 1987 batch UP cadre IAS officer. He is prominently known for his pioneering work for the uplift of person with disabilities during his stint as Joint Secretary in the department of Empowerment of Person

with Disabilities.

Mr. Awasthi the Indian Administrative Service in 1987. He has served Uttar Pradesh Government in multiple capacities including being the District Magistrate of several district of UP. He also held the office of the Chairman - cum - Managing Director, UPPCL. Currently, he is Principal Secretary of Information and Tourism besides being Chairman, Film Bandhu and CEO UPEIDA in Uttar Pradesh.

## Moderator

**Ruchi Bhimani**, Producer, One-Eyed Turtle Films

## Speakers

**Jennifer Ishikata**, Shoreline Entertainment

**Anne Sophie Lehec**, Asian Shadows

**Mike Dougherty**, Radiant Films

**Laurent Danielou**, Loco Films



### **Jennifer ISHIKATA**

An alumna of UCLA, Jennifer joined Shoreline Entertainment to bolster their acquisition efforts. Jennifer has since been positioned as the company's Content Manager, as she is implementing new, specialized organizational systems with an emphasis on streamlining the flow of communication and delivery to filmmaker and distributor.



### **Anne Sophie LEHEC**

Anne started her career with Celluloid Dreams, before being hired by The Auteurs (MUBI.com) an on - demand platform for art-house films. She later joined Chinese Shadows, a production company working between Asia and Europe, and became their Head of Festival and Sales, when the company launched an Asian only, sales company.



### **Mike DOUGHERTY**

A former Creative Executive at Hyde Park Entertainment, Mike Dougherty currently serves as the Acquisitions and Distribution Executive at Radiant Films International. He oversees acquisition of third - party titles for international sales and provides distribution support to Radiant's global partners. His inventory which includes titles like, 'Madame Bovary', 'Rudderless', 'Trust me' and many more.



### **Laurent DANIELOU**

Laurent Danielou was the Chairman of A.D.E.F., the French Film Export Association which represents 25 French sales companies from 2011 until 2015 when he founded LOCO FILMS, a new productions and world sales company, based in Paris. He also founded the French Hollywood Circle, and spent 10 years, as the Managing director of Rezo Films International, a production and world sales company based in Paris. His recent films include Courtney Hunt's 'Frozen River', Julie Delpy's '2 Day In Paris, 2 Days In New York' and Stephane Brize's 'Mademoiselle Chambon'.

## The Sales Pitch - Meet the Sales Agents

Sales Agents are crucial to the journey of a film - they help them negotiate their way through film festivals, markets, buyers, distributors. In fact the entire ecosystem so as to enable them to monetise themselves and reach out to potential viewers / consumers. They generate the buzz at a film market - constantly watching, choosing, negotiating and acquiring films. This year Knowledge Series hosts a Sales Pitch with them. They will present their key interest areas, their perspective on Cinema - focusing especially on Indian and Asian content and what it is that they look for in a film. It will be interesting to hear them on how their clients across the world perceive Indian and Asian content and how it has evolved over time - especially in the last few years. The forum will be largely interactive - to encourage conversations between filmmakers, producers and the Sales Agents.



### **Ruchi BHIMANI**

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

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

## Funds & Public Funds Focus - India, Asia

**In Conversation**  
**Ilann Girard**, Managing Director, OLFFI  
**Miriam Joseph**, Producer

It is not easy for Indie projects to find traditional finance. Often when they do, it is largely perceived that it is at the cost of creative independence. Public Funds are often the solution. But have their own set of very specific requirements. The session aims to explore how filmmakers can identify the funds most and optimise them. This year, apart from understanding the scope of the OLFFI film funds inventory, the session will also focus on how these funds are relevant to Asian and Indian filmmakers.



### **Ilann GIRARD**

Ilan is founding partner of OLFFI.com which has emerged as the largest database of public funding for films worldwide. He also produces high end content for Film and Television at his production house Arsam International which he launched in 2004. Ilan is also credited with the production of award winning projects like the Oscar winning March of the Penguins, 'Goodbye Bafana' and the 2009 Golden Lion winner 'Lebanon'.



### **Miriam JOSEPH**

Educated in India and Britain, Miriam, after finishing film school at London University, started her career with the BBC UK and went on to become a broadcast journalist and producer with them. Over the next 12 years, she worked for international television broadcasters like Channel4, PBS, Canal Plus, The History Channel, producing political and history documentaries. Miriam is also a published author with two books to her name. She moved to Mumbai from the UK and joined Farhan Akhtar and Ritesh Sidhwani's feature production house Excel Entertainment. First as Excel's Executive Producer and then its CEO, she delivered some of the highest and best production values seen in mainstream Hindi cinema. As a member of the academic council of SRFTI in Kolkata, she was instrumental in putting together the first ever Producing Masters Diploma.

**Speaker**

**Kinshu Sinha**, Head of Media Growth Partnerships in South Asia



**Kinshu SINHA**

With over 10 years of experience across consumer, internet and tech industry in India, Kinshu has dabbled with eclectic profiles handling a varied consumer base. He presently heads Media Growth Partnerships in Facebook - South Asia and leads their efforts of expanding partnership across media segments in the region. Prior to Facebook, he was Director for Business Development and Marketing at Flipkart.

## **Integrating Instagram and Facebook - Community Building Solutions for Indie Films**

Any consumer product thrives on public recall and discourse. A film is no different. An indie film does not really have the take - off advantage that a star driven vehicle has. It kickstarts its journey from that Big - Idea & eventually that Big Copy Line on which its entire perception campaign will be based. Social media platforms provide various tools that help reach out and eventually build to pitch the film, its characters and their world. The Instagram and Facebook integration provides for 2 great opportunities - the ability to create a visual memory of the world of the film and a forum to discourse about it. This session aims to explore how a filmmaker can best optimise these platforms with an integrated approach.

## Meet the Hosts - Telangana

### Speaker

Dulam Satyanarayana, Documentary Filmmaker

Telangana, the newly formed historical state in South India is now tapping into its rich inventory of beautiful landscapes and a rich confluence of heritage and culture - features that make it a lucrative film destination. In fact, renowned filmmakers like Shyam Benegal made movies there in as early as the 1970s. With a slew of well-established studios like Ramoji Film City, Ramanaidu Studios, Prasad Labs and Annapurna Studios among others, post production facilities and local crew, Telangana is no newcomer to films.



### Dulam SATYANARAYANA

Dulam Satyanarayana is an award-winning documentary filmmaker from Telangana state known for his critically acclaimed documentary and short films, 'Dreadful Fate', 'I am Satyabhama' and 'Welcome to Telangana'. From humble beginnings, growing up in a small town Mancherla, Telangana, he received the prestigious US Department of State's CCIP fellowship in 2011 to study Motion Picture Directing at Scottsdale School of Film and Theatre, Arizona, USA. He is currently working with Government of Telangana to promote the tourism sector through his tourism films.

## In Conversation

Laurence Kardish, Artistic Director, Film Columbia  
Sudhir Mishra, Filmmaker



### Laurence KARDISH

A former curator at the Museum of Modern Art, New York, Laurence has curated a wide variety of Asian content for MoMA, especially from the Indie space. Laurence has prominently curated various Satyajit Ray titles for the museum as well as a variety of Indian content. His other work includes organizing over a thousand film exhibitions covering the rich history and culture of the moving - image. Laurence's enthusiasm for German cinema too, is evident in the 34 annual surveys of New German Cinema (Kino!) he presented, as well as the first complete retrospective of the films and television work of Rainer Werner Fassbinder, in 1989. For his work on German Cinema, Kardish was awarded a Veredienstkreuz am Bande in 1999 and a Berlinale Kamera in 2006. Laurence currently is the artistic director of Film Columbia, an international film festival in upstate New York, and teaches Cinema in the Graduate School of New York's School of Visual Arts



### Sudhir MISHRA

An internationally acclaimed filmmaker, Sudhir Mishra is one of the pioneers of the alternative independent cinema movement in India. Sudhir began his career as an Assistant Director and Co-writer in Kundan Shah's cult classic comedy 'Jaane Bhi Do Yaaron'. and directed classics like 'Yeh Woh Manzil To Nahin', Main Zinda Hoon, 'Dharavi' as well as cult hits like the 'Hazaaron Khwahishein Aisi' With a career spanning over three decades, his work has been recognized by the Government of India and he was conferred 'Ordre des Artes et des Lettres' by the French Government.

## The Indian Indie - Down the Years - Curation, Art House Showcasing, Outreach & Distribution

Indian Cinema - like the collective history it is born out of - is highly varied in its concerns, cultural fabric, narratives and their rhythms. Any showcasing of its content in international spaces therefore is not just a keen exercise in curation but also very subtly, over a period of time, helps build a perception about the art, aesthetics and expression inherent within its contemporary narratives. So how do other cultures perceive Indian Cinematic history and expression within these parameters? What are the dialogues around the emerging voices from India and Asia? How does a curator & academic like Laurence Kardish sift through these layers to present a selection? What is it that the Indian ecosystem needs, to develop and nurture such expressions and help them reach out to larger audiences? The session aims to unravel a mind that has helped carve such perceptions out of the Cinema of Ray to on temporary Indian Voices.

## Film Bazaar Recommends - Part 1

**Moderator**  
Deepti DCunha, Film Programmer

Filmmakers whose films are in the Film Bazaar Recommends Section of the Viewing Room are given an opportunity to play a short clip of their films and pitch to the audiences. These films are either in progress or just completed and are looking for Gap Financing, World Sales, Distribution, Buyers and Festivals. Investors and producers interested in gap financing, world sales agents, buyers and distributors are invited to be part of this session.



### Deepti DCUNHA

Deepti DCunha is a Film Programmer specialising in Contemporary Indian Cinema. She is based in Mumbai, India and has been working on Indian and International Film Festivals for the past seven years. She has been the India Consultant to Marco Mueller since 2011 for Venice, Rome, Beijing (BJIFF), Silk Road (SRIF) and Macao (IFF AM) and now, Pingyao International Film Festival (PYIFF) in China. She sources and curates films for the Viewing Room section and Work - in - Progress Lab for the prestigious NFDC Film Bazaar which is South Asia's largest film market, since 2011. She is a programmer for the Indian Selection at Jio MAMI Mumbai Film Festival since 2015 and is also a consultant with Chicago South Asian Film Festival (CSAFF). Her past work includes programming International Children's Film Festival of India (ICFFI) as well as Asian Cinefan film festival. She is on the Selection Committee of Locarno Film Festival's Open Doors section for South Asian cinema since 2016.

Deepti is deeply committed towards independent Indian cinema - a passion that keeps her driven to scout for new films and fresh talent from all across the country and is currently expanding her expertise and database to filmmakers from South Asia.

	<b>Film</b>	<b>Director</b>
1	A Month & A Week	Suhas Desale
2	A Very Old Man With Enormous Wings	Prateek Vats
3	Aranya (Forest)	Akshay Indikar
4	Athisayangalude Venal (The Summer of Miracles)	Prasanth Vijay
5	Baganiya (Garden of Memories)	Humaira Bilkis
6	Balekempa (The Bangle Seller)	Ere Gowda
7	Bird of Dusk	Sangeeta Datta
8	Chumbak (The Lottery)	Sandeep Modi
9	Dhh (Duh)	Manish Saini
10	Hothon ke Neele Phool (A Touch Of Blue)	Shishir Jha
11	Nobleman	Vandana Kataria
12	The Music Teacher	Sarthak Dasgupta

**Moderator**

**Datta Dave**, Partner, Tulsea

**Speakers**

**Aparna Purohit**, Head of Creative Development, Amazon Prime Video

**Vikram Malhotra**, CEO, Abundantia Entertainment



**Aparna PUROHIT**

Aparna Purohit heads Creative Development with Amazon Prime Video. She was previously Creative Head - Productions with Cinestaan Film Company where she managed for 3 years the company's collaboration with Robert Redford's Sundance Institute - the Sundance Institutes' Screen - writing Lab She comes from years of production with a range of films - from Shyam Benegal's 'Well Done Abba!' to 'Dhan Dhan A Dhan Goal!' Aparna brings to the table years of experience of identifying and securing mentorship for talent and interesting scripts.



**Vikram MALHOTRA**

Vikram Malhotra has successfully led two studios in the Indian motion pictures business. Viacom18 Motion Pictures and Balaji Motion Pictures. He turned entrepreneur with his maiden venture, Abundantia Entertainment, of which he is the Founder and CEO. Vikram, having experience in both creative production and business, has been successfully producing some of the industry's most - loved films in recent times and critically acclaimed box - office hits like 'Kahaani', 'Gangs of Wasseypur', 'LSD', 'Shaitan', 'Special 26', 'Bombay Talkies', 'Bhaag Milkha Bhaag' and 'Baby', 'Airlift' and 'Toilet - Ek Prem Katha', in the recent past, to name a few. Abundantia is also an early - mover in the digital content space with a portfolio of Originals which includes 'Breathe' - soon to go on air on Amazon Prime Video.

## Designing the Long Running Format - Challenges of the Web Writing Universe

The Web Content space today is the new Blockbuster. The best writing talent populates the space. Star actors and technicians consciously seek opportunities to sink their teeth into opportunities that engage their talent and reach out their content to new audiences across multiple territories. The notion that the Small Screen is 'Small' has become outdated. Smartphones and tablets have become the new favourite 'Talkies'.

This session aims to provide insights into the craft of writing for a long running series, exploring the primary difference between writing for big screen and content which can be consumed on the go. The session also addresses the myth that you can simply chop your feature script into short length webisodes and explores emerging trends in the format. It also looks at the data universe it draws from to develop its narratives - essentially the retail space.

Finally it raises the most important question - has a writer driven medium finally arrived? And how does one source, groom and nurture this talent pool? And finally the key question today - how will India - a fledgling market for originals - evolve within our diverse cultural scapes



**Datta DAVE**

Datta Dave is the Co-Founder of Tulsea, a strategic media and content management company which represents and advises various entities, including leading creative talent, production companies, and gaming, animation, and media startups. Tulsea's approach to its advisory services and talent management focuses on ensuring if all stakeholders across the value chain benefit equitably. Datta works with individual talent and corporate clients from a strategic perspective. He has deep relationships within the Indian and global entertainment industries, and advises several media and entertainment companies during various stages of their growth. Previously, Datta was also a management and sales strategy consultant to various domestic and international corporations.

## Passion for Cinema - Showcasing, Promoting and Distributing that Passion Project

How far would you go to realise your dream, your ultimate passion? How far would you go to source the money? And what if the people you know didn't have the money to give? Or, what if nobody was interested in your dream? How would one ideate, innovate, create and nurture resources in an ecosystem in the constant search for a market friendly project to back?

How does one in fact design and execute an entire new model and maybe eventually an ecosystem to realize your passion? What would be the ways you can reach it out to the people who you feel would be willing to consume and own it? Passion for Cinema aims to chronicle the journey of such young and driven visionaries who simply went out and made their film - guided by their instinct - out of non-traditional resources. And then managed to reach their passion projects to cinephiles who not only loved their films but also then became their not - for - hire, voluntary ambassadors - helping build a community and eventually a viewer universe for it.



### Rasika DUGAL

An FTII alumnus, Rasika is best known for her performance in feature films 'Kshay' (2012) and 'Qissa' (2015) and, more recently, in the short films 'Chutney' and 'The School Bag'.

Some of her popular work includes a stage play 'The Vagina Monologues', the TV show 'POW - Bandi Yuddh Ke' (2016) and TVF's web series 'Humorously yours'. Her forthcoming work is Nandita Das's 'Manto'. Rasika's work manifests her drive to enable India's Indie space by being an artistic resource to filmmakers whose wealth lies in their passion to create cinema.

### Moderator

Rasika Dugal, Actress

### Speakers

Shlok Sharma, Filmmaker, Haramkhor, Zoo

Pushpendra Singh, Filmmaker

Rima Das, Filmmaker



### Shlok SHARMA

Shlok Sharma, broke out into the indie space with the acclaimed Nawazuddin Siddiqui - Shweta Tripathi Starrer, 'Haramkhor'. His second feature 'ZOO' is the first Indian film to be shot completely on an iPhone. The film is currently travelling across various festivals kick - starting with the World Premier at 22nd Busan International Film Festival.



### Pushpendra SINGH

Pushpendra's began as an actor, training under Barry John, but found his true footing in directing. His debut feature 'Lajwanti' (The Honour Keeper, 2014) premiered at the Berlin Film Festival. 'Ashwatthama', a recipient of Busan's Asian Cinema Fund - Post Production grant, is his second feature. Currently he is working on his documentary 'Shifting Lines of the Desert', a recipient of Busan's Asian Network of Documentary Fund,



### Rima DAS

Rima Das directed the festival favourite 'Village Rockstars'. She began her career as an actress, but soon found an outlet in Directing, emerging as a distinct cinematic voice from the north - east of India. Her filmography includes the short film 'Pratha' and the feature film 'Man with the Binoculars' - a passion project which took almost 4 years to complete..

## Speakers

**Shri Farooq Khan**, Hon'ble Administrator, U T of Lakshadweep  
**Prahlad Kakar**, Genesis Film Productions Pvt Ltd.



### Shri Farooq KHAN

Hon'ble Administrator, U T of Lakshadweep, Shri Farooq Khan assumed charge as the 34th Administrator of Lakshadweep with the status of Lt. Governor on 6th September, 2016. Shri. Farooq Khan is a former IPS officer of the J&K cadre. He has been conferred with various medals and accolades, including two President's police medals for gallantry for his exemplary service.

Hon'ble Administrator Shri Farooq Khan is spearheading development works in the Islands. Lakshadweep has been brought under the ambit of the Hon'ble Prime Minister's plan of Holistic Development of Islands.



### Prahlad KAKKAR

Prahlad Kakkar known as the Ad guru has been instrumental in changing the face of advertising in our country bringing in the appropriate regional Indianness and values into an urban context through his films, creative workshops, articles and interviews.. He is the Founder and Director of Genesis Film Production Pvt. Ltd., one of the leading production houses in India. His passion for the ocean initiated him to start Lacadives the Scuba Diving School established in Kadmat, Lakshadweep Islands in 1993.

## Meet the Hosts - Lakshadweep

With first ever Film Facilitation Office, Lakshadweep Administration, is making an attempt to reach out to film industry to facilitate filming in the Lakshadweep Islands. While doing so the Lakshadweep Administration will keep Ease of Doing Business as priority. As a first step Film Tourism has been incorporated in Lakshadweep Tourism Policy as one of the key elements. This is in line with Making In India Policy of Government of India and Prime Minister's thrust on Holistic Development of Islands. Filming in the islands will be streamlined with policy guidelines and incentives offered to film makers. The Lakshadweep Administration invites offers from film industry, and expects captains of the Industry to keep fragile ecology of the islands and unique social sentiments

Activities like extreme fishing are also being organized and promoted, while keeping them in line with the international norms and standards. Film tourism has been declared as one of the key elements of Lakshadweep's Tourism Policy and the administration is developing this sector to generate income and employment - setting the coral paradise on the path of a touristic regeneration with a renewed sense of self.

Two major shooting stints have been completed last month - a Malayalam feature film and a popular reality TV show.

## Celebrating the Asian Indie

### In Conversation

**Cameron Bailey**, Film Critic and Artistic Director, TIFF

**Michael Werner**, Film & Media Strategic Consultant

In today's dynamic times for Indie Cinema - where the scope of promotion and monetisation - it is important to look back and celebrate the work of a World Sales Agent which in a career spanning 20 years, steadfastly stood by its eclectic choices, truly value added to the Indie Ecosystem by mentoring and reaching out some amazing films and filmmakers. Fortissimo. And the man who eventually spearheaded it - Michael Werner.

Fortissimo in its run had nurtured Asian art - house and emerging talents in Europe and the Middle East. The company had also built up an enviable track record in feature documentaries, with its factual catalog including Capturing the Friedmans, Food Inc. Super Size Me, and the Martin Scorsese - directed Rolling Stones picture Shine A Light.

Founded in Amsterdam by festival programmers and producers Wouter Barendrecht and Helen Loveridge, Fortissimo saw the ascent of Michael Werner following the departure of Loveridge, and the death of Barendrecht in 2009.

With his deep understanding of Chinese and Asian Cinema, Werner had become a talking point in the 90s within Film Business circles when he released Titanic in China to a record breaking Box Office. He carried on the Fortissimo tradition of choosing, acquiring, promoting and cultivating business opportunities for Indie Films.

As we look back to look forward at the Indie CinemaScape, the conversation with Michael Werner aims to provide us insights as he shares his experiences and perspective from having observed and worked with Indian, Asian and World Cinema over the years. Bringing in a curator's perspective to the conversation will be Cameron Bailey - Artistic director of the Toronto International Film Festival which has had significant contribution in reaching out Asian content in the international market in the past years.



### Cameron BAILEY

Cameron Bailey is the Artistic Director of the Toronto International Film Festival. He is responsible for the overall vision and execution of Festival programming, as well as maintaining relationships with the Canadian and international film industries. For five consecutive years, Toronto Life has named him one of Toronto's 50 Most Influential People (2012, 2013, 2014, 2015 and 2016). He reviewed for Toronto's 'NOW Magazine', 'CBC Radio One' and CTV's 'Canada AM. He presented international cinema nightly on Showcase TV's national program The Showcase Revue, and produced and hosted the interview program Filmmaker on Independent Film Channel Canada. He has been published in 'The Globe' and 'Mail', 'The Village Voice', 'CineAction!' and 'Screen', among others. Bailey currently sits on the Advisory Council for Western University's School for Arts and Humanities and for Haiti's Cine Institute film school. He is past co - chair of the Arts & Culture Working Group of Toronto's CivicAction. In 2016, Bailey joined the board of CivicAction. He is also a former board member of Tourism Toronto, and previously taught a course in programming and curation at the University of Toronto.



### Michael WERNER

Los Angeles born Michael J. Werner is a long - time veteran of the movie sales business, with nearly 30 years of experience in international film sales and consulting, specializing in the Asia - Pacific region. He joined Fortissimo Film Sales as an external consultant in 1995 and in 2000 became a partner in the company.

Werner had a prior focus on big commercial films handling such titles as 'Die Hard 3', 'Talk Radio' and 'Evita'. As a media consultant his clients included 20th Century Fox International, IBM, Polygram and The Sunshine Group/ CineAsia.

He has served as Executive Producer or Co - Producer on a number of high profile independent films including 'Shortbus', 'P.S.', 'The Night Listener', 'Mysterious Skin', 'Tokyo Sonata', 'Invisible Waves', 'Springtime in Small Town' and 'Disgrace'. With Fortissimo Co - Chair, Wouter Barendrecht, in 2005 Werner was awarded a Silver Hugo for his contribution to world cinema by the Chicago Film Festival and in 2006 a Golden Kinnaree for their contribution to Asian cinema by the Bangkok Film Festival.

**Moderator**

Deepti DCunha, Film Programmer

## Film Bazaar Recommends - Part 2

Filmmakers whose films are in the Film Bazaar Recommends Section of the Viewing Room are given an opportunity to play a short clip of their films and pitch to the audiences. These films are either in progress or just completed and are looking for Gap Financing, World Sales, Distribution, Buyers and Festivals. Investors and producers interested in gap financing, world sales agents, buyers and distributors are invited to be part of this session.

<b>Film</b>	<b>Director</b>
1 Imago	Karan Chavan and Vikram Patil
2 Kathaa '72 (The Story Of '72)	Prabin Syangbo
3 Kunju Daivam (The Little God)	Jeo Ba
4 Live From Dhaka	Abdullah Mohammad Saad
5 Ma'ama (Moan)	Dominic Sangma
6 Manusangada (Cry Humanity)	Amshan Kumar
7 Nostalgia For The Future	Avijit Mukul Kishore and Rohan Shivkumar
8 Ottamuri Velicham (Light In The Room)	Rahul Riji Nair
9 Prakasan	Bash Mohammed
10 Pushkar Puran (Pushkar Myths)	Kamal Swaroop
11 Sheru	Ishani K. Dutta
12 Soni	Ivan Ayr



### Deepti DCUNHA

Deepti DCunha is a Film Programmer specialising in Contemporary Indian Cinema. She is based in Mumbai, India and has been working on Indian and International Film Festivals for the past seven years. She has been the India Consultant to Marco Mueller since 2011 for Venice, Rome, Beijing (BJIFF), Silk Road (SRIFF) and Macao (IFF AM) and now, Pingyao International Film Festival (PYIFF) in China. She sources and curates films for the Viewing Room section and Work - in - Progress Lab for the prestigious NFDC Film Bazaar which is South Asia's largest film market, since 2011. She is a programmer for the Indian Selection at Jio MAMI Mumbai Film Festival since 2015 and is also a consultant with Chicago South Asian Film Festival (CSAFF). Her past work includes programming International Children's Film Festival of India (ICFFI) as well as Osian Cinefan film festival. She is on the Selection Committee of Locarno Film Festival's Open Doors section for South Asian cinema since 2016.

Deepti is deeply committed towards independent Indian cinema - a passion that keeps her driven to scout for new films and fresh talent from all across the country and is currently expanding her expertise and database to filmmakers from South Asia.

## Independent Innovative Outreach for Indie Filmed Content

There is a new breed of film entrepreneurs out there which is navigating the traditional distribution systems with new technologies and non-traditional ways and finally reaching out to a non-theatre going audience over the years across classes and economies. By combining their sharp business acumen with their love for cinema they have not only created avenues to promote, optimise Independent films but have also built communities around them in various innovative & sustainable ways. This warrants an obvious attitude shift across the value chain. These new age entrepreneurs work closely with the filmmakers as they endeavour to integrate the loyalty base of their platforms and their outreach & monetisation potential. By further analyzing demographics in the context of the films and finding relevant venues & exhibition platforms these platforms create a focused buzz around the library they showcase. It is a varied panel - with a range of innovators and filmmakers who have made this journey.



### Rohan SIPPY

Rohan Sippy has directed four Hindi feature films; Kuch Naa Kaho, Bluffmaster, Dum Maaro Dum, and Nautanki Saala. As a producer his feature credits include Taxi 9211, Chandni Chowk to China, The President Is Coming, and Sonali Cable.

He is a director on the board of the Ramesh Sippy Academy of Cinema & Entertainment, a film school offering undergraduate degrees from Mumbai University.

### Moderator

Rohan Sippy, Filmmaker

### Speakers

Priyadarshi Rishiraj, Founder, CEO, Moviesaints.com

Sandeep Mohan, Filmmaker

Saurabh Singh, CEO, 1018mb

Lijo Jose Pelissery, Filmmaker

Vivek Paul, CEO, Reelmonk



### Priyadarshi RISHIRAJ

Rishi is the Founder CEO of MovieSaints - a US based online distributor for independent films. The website carefully selects a small number of films and endeavours to draw attention to them. The website boasts a unique money back policy based on the content and have achieved success with films like Local Kung Fu 1 & 2, Kothanodi etc.



### Sandeep MOHAN

Sandeep Mohan, with a writer's heart and a director's mind, conceptualized 'The Great Indian Travelling Cinema' - materializing his idea of travelling, armed with a camera and a projector and screening his work at alternative urban spaces. He recently released his third Feature Film 'Shreelancer', theatrically, in India. His previous features include 'Love, Wrinkle - free' and 'Hola Venky'.



### Saurabh SINGH

After fifteen years of working in financing, Saurabh started 1018mb - a movie on demand service, which enables viewers to catch a picture on the big screen even long after it has left the theatres and has been pivotal in revival of films like 'Jaane Bhi Do yaaron' and 'Andaz Apna Apna' as well as reaching out indies like Angamally Diaries



### Lijo Jose PELISSERY

Lijo Jose directed the 2017 hit, 'Angamaly Diaries' starring, 86 newcomers from the town. The film gained significant word-of-mouth buzz by screening at alternative venues across India. He has previously directed critically acclaimed films like 'Amen', 'City of God' and 'Double Barrel'. He is presently working on his sixth feature film titled 'EE.MA.YAU', due for a December 2017 release.



### Vivek PAUL

Vivek founded Reelmonk as an online movie distribution platform but with a twist. The site literally put films in the audience's hand by providing downloading options at nominal pricing. With an adroitly crafted website, Reelmonk has released over 110 movies and notched up a user base of over 55,000 members worldwide and slowly expanding to studio films and Indie's alike.

**Moderator**

**Marten Rabarts**, Head - EYE International

**Speakers**

**Raam Reddy**, Filmmaker

**Michael Werner**, Film & Media Strategic Consultant

## Designing the Festival Kit



**Raam REDDY**

Raam Reddy rose to fame with the much acclaimed film 'Thithi' which won honours at various international film festivals, in particular, at Locarno Marakech and Shanghai International Film Festival. The film was also felicitated at the 63rd National Film Awards. After graduating from St. Stephens College, Delhi, Raam went on to study Film Direction at the Prague Film School. Raam also wrote and directed a Telugu short film called 'Ika' and has also written a short novel titles 'It's Raining in Maya'.



**Michael WERNER**

Michael J. Werner is a long - time veteran of the movie sales business, with nearly 30 years of experience in international film sales and consulting, specializing in the Asia - Pacific region. He joined Fortissimo Film Sales as an external consultant in 1995 and in 2000 became a partner in the company.

Werner had a prior focus on big commercial films handling such titles as 'Die Hard 3', 'Talk Radio' and 'Evita'. As a media consultant his clients included 20th Century Fox International, IBM, Polygram and The Sunshine Group/ CineAsia. He has also served as Executive Producer or Co - Producer on a number of high profile independent films including 'Shortbus', 'P.S.', 'The Night Listener', 'Mysterious Skin', 'Tokyo Sonata', and many more. With Fortissimo Co - Chair, Wouter Barendrecht, in 2005 Werner was awarded a Silver Hugo for his contribution to world cinema by the Chicago Film Festival and in 2006 and a Golden Kinnaree for their contribution to Asian cinema by the Bangkok Film Festival.

The release and promotions of a film in the country of its origin and the projection of the same film to international audiences are two completely different deliverables which requires a varied approach, attitude and skill - set. The home release campaign is fairly local in nature - wherein culture specific dynamics, local box office diktats and historical perspective are of greater importance. The Film Festival kit determines how a different cultures might find connections and identification points in a film.

The scope of the session would be to communicate the various ways in which one can build a perception around a film - and the importance of positioning it specifically for an international palette if one wishes to travel through international film festivals and markets.



**Marten RABARTS**

Marten Rabarts is Head of EYE International, the international arm of the EYE Film Institute Netherlands. EYE is the museum for film and the moving image in the Netherlands. They combine a world-renowned film collection with expertise in restoration, educational programmes, exhibitions, international promotion and marketing. EYE International is the department responsible for the international promotion of Dutch cinema.

## Film Festivals and Markets - Exploring Audiences & Business and Outreach Opportunities

Film Festivals and Film Markets across the world are the primary showcasing, promotional and networking forums for a film. The session hopes to explore the opportunities that the focused and conscious maneuvering of festivals and markets open up for a film and a filmmaker. The session would also aim to explore insights into festival strategies that have helped launch - pad films for a successful festival presence with adequate buzz and audience awareness as well as market prospects.



### Deepti DCUNHA

Deepti DCunha is a Film Programmer specialising in Contemporary Indian Cinema. She has been the India Consultant to Marco Mueller since 2011 for Venice, Rome, Beijing (BJIFF), Silk Road (SRIF) and Macao (IFF AM) and now, Pingyao International Film Festival (PYIFF) in China. She sources and curates films for the Viewing Room section and Work-in-Progress Lab for the prestigious NFDC Film Bazaar. She is a programmer for the Indian Selection at Jio MAMI Mumbai Film Festival since 2015 and is also a consultant with Chicago South Asian Film Festival (CSAFF). She is on the Selection Committee of Locarno Film Festival's Open Doors section for South Asian cinema since 2016.



### Paolo BERTOLIN

Paolo Bertolin is a festival programmer and film critic. As a correspondent for Venice International Film Festival. He is also associated with prestigious festivals like Udine Far East Film Festival, Nyon Visions du Réel, International Film Festival Rotterdam, Cannes Critics' Week and International Film Festival Bratislava. In 2013, he also joined the Doha Film Institute as Programme Advisor for the Asia Pacific region.



### Dorothee WENNER

Dorothee is a festival programmer for Berlin International Film Festival and Dubai International Film Festival. She sources films and projects from India and South Asia for Berlin International Film Festival's various sections.

### Moderator

Deepti DCunha, Festival Programmer

### Speakers

Cameron Bailey, Film Critic & Artistic Director, TIFF

Marco Mueller, Festival Director, PYIFF

Christian Jeune, Head - Film Department, Festival De Cannes

Sergio Fant, Programmer, Locarno Film Festival

Paolo Bertolin, Programmer, Venice Film Festival

Dorothee Wenner, Programmer, Berlin Film Festival



### Cameron BAILEY

Cameron Bailey is the Artistic Director of the Toronto International Film Festival, overseeing the vision and execution of Festival programming, as well as maintaining relationships with the Canadian and international film industries. Bailey currently sits on the Advisory Council for Western University's School for Arts and Humanities and for Haiti's Cine Institute film school.



### Marco MUELLER

Marco Mueller is currently the Festival Director of the Pingyao International Film Festival (PYIFF) in China. From 1982 until 2014, he has been the director of some of the most important film festivals in Europe: the Pesaro IFF, the IFF Rotterdam, the IFF Locarno, the Venice IFF (the longest tenure in the history of the Mostra), the Rome FdC. In 2016 he invented the project for the 1st International Film Festival & Awards Macao and has directed IFF AM.



### Christian JEUNE

Christian Jeune's prolific experience and expertise is the result of a long career with the world's leading film festival at Cannes. He works on presenting the Festival abroad and in sourcing films, focusing especially on films from Asia. He has managed the Festival's Film Department since 1995, where he is in charge of the pre-selection and selection process.



### Sergio FANT

Working mainly in the fields of experimental cinema, artists' film and video, and documentary, Sergio has curated programs for several Italian venues and festivals. He is currently the head of programming of the Trento Film Festival and programmer of the Film Forum festival and workshop hosted by the University of Udine. He is also the co-founder of the hybrid film distribution platform CineAgenzia. In May 2012 he joined the Locarno Film Festival, where he is currently member of the feature films selection committee.

**Speaker**

**Chaitanya Chunduri**, Country Lead - India AR/VR, Google India



**Chaitanya CHUNDURI**

Chaitanya leads strategy and partnerships for AR/VR in India for Google. Prior to this as an Industry Manager he partnered with major CPG brands to help take their game to the next level through innovations on YouTube, Search and Display. Prior to joining Google, he was a Brand Marketer with Unilever working on brands like Dove, Vaseline, Pond's, Fair & Lovely with mandates that spanned over diverse markets like India, Southeast Asia, North Africa, Middle East, Turkey, Russia and Latin America with stints across Singapore and Dubai.

Business as usual for him means blogging on all things marketing and enjoying his weekly runs.

## DayDream with Google

Google's YouTube platform had democratized the world of video content online. It provided content outreach opportunities to everybody who has access to the internet - you upload your film and the world can view it. And you monetise it. With the advent of YouTube 360 and Google Daydream initiatives into their inventory, the tech giant is addressing one of the youngest, most dynamic growth areas in filmmaking today - the Virtual Reality space.

Google Daydream is not just about VR experiences. It is also about easy access to tools for VR content creation and these tools are in a dynamic research and development space - with constant review, feedback analysis and upgradation. Google Daydream has been active in bringing these worlds together. The session aims to discuss their Daydream initiative as a VR solutions provider as further shed light on the company's plans for the Indian market. The session also aims to look at how this integrates into the larger Google plan for the filmmaker.

In an ecosystem where the screen ratio is directly proportional to the growth of the one product which cuts across economies and cultures - i.e. the Smartphone - this is yet another medium driven by screen - craft. One that filmmakers can explore to satiate their creative juices. Google's initiatives strive to provide a democratized platform for the same and enable filmmakers to share their work easily with a larger universe.

## Showcasing Cinema of the North East - From Indie to Industry

It's a fantastic time for cinema from the beautiful North East. Communities, dialects, cultures sparsely explored on cinema are finding cinematic expression. And these films are finding acclaim and acceptance across the country and across the world. The themes and concerns that engage them are very rooted yet their cinematic language seems to be resonating across cultures and borders. New technologies and platforms for promotion and monetisation have found them alternate business models and sustainability. The next film is possible. And then the next one! The session aims to explore their inspirations, the resources available to these filmmakers and the challenges they face. Most importantly this session aims to celebrate the spirit and the vision of filmmakers across North Eastern communities - to create, express and tell engaging stories.



### **Raam REDDY**

Raam Reddy rose to fame with the much acclaimed film 'Thithi' which won honours at various international film festivals, in particular, at Locarno Marakech and Shanghai International Film Festival. The film was also felicitated at the 63rd National Film Awards. After graduating from St. Stephens College, Delhi, Raam went on to study Film Direction at the Prague Film School. Raam also wrote and directed a Telugu short film called 'Ika' and has also written a short novel titled 'It's Raining in Maya'.



### **Anushka MEENAKSHI**

Anushka is one half of the Urmali Project and the directorial team behind the delightful Kho Khi Pa Lu. Anushka has been making commissioned films for several non profits. directing films like 'c/o Platform', about a group of pavement dwellers in George Town, Chennai, and 'My Name is Basheer', about the Malayalam writer Vaikom Muhammad Basheer,.

### **Moderator**

**Raam Reddy**, Filmmaker

### **Speakers**

**Pradip Kurbah**, Filmmaker

**Kenny Basumatary**, Filmmaker

**Dominic Sangma**, Filmmaker

**Jaicheng Dohutiya**, Filmmaker

**Anushka Meenakshi**, Filmmaker

**Iswar Srikumar** Filmmaker



### **Pradip KURBAH**

Pioneering film making in Meghalaya, Pradip Kurbah has created seven Khasi music albums as a Music Composer. Pradip has produced films in various dialects of Meghalaya and directed Four Khasi feature films namely, and was awarded the best Khasi film at the 61st, 63rd National Film Award for 'Ri' (Homeland of Uncertainty) Onaatah (Daughter of the Earth).



### **Kenny BASUMATARY**

Kenny made his debut film, 'Local Kung Fu', on a budget of 1 lakh rupees (\$1700) which was released through PVR Director's Rare and went on to become a cult hit in Assam. The sequel, 'Local Kung Fu 2', a martial arts adaptation of Shakespeare's Comedy of Errors, was released in April 2017 to widespread acclaim.



### **Dominic SANGMA**

A graduate from Satyajit Ray Film and Television Institute, India, Dominics Diploma film titled 'Rong-kuchak' (Echoes) won a National Student Film Award for Best Short Film in 2014, and a Special mention at Ca' Foscari Short Film Festival, Venice 2015. MA• AMA is Dominic Sangma's first feature film, with Chinese Producer Xu Jianshang as the co - producer. The film's release is due next year.



### **Jaicheng DOHUTIA**

A graduate of Jyoti Chitaban Film & Television Institute, Guwahati, Jaicheng Jai Dohutia directed the acclaimed feature, 'Haanduk'. His other films include, 'Cuckoo', a documentary, 'The Weaver', a documentary short and the short films 'The Urban Root', 'Wings of Window'.



### **Iswar SRIKUMAR**

Iswar started the U-ra-mi-li project with Anushka Meenakshi, seeking to find, stories about music in the everyday life, through writing, photography, performance and film. Iswar began his career working in technical production for the stage, and also works as an actor performing regularly in contemporary English theatre, as well as in short films and full length features in Tamil, Hindi and English.

**Moderator**

**Rohan Sippy**, Filmmaker

**Speakers**

**Suri Gopalan**, CEO, Vista India

**Satya Raghavan**, Head - Content Operations, YouTube, India

**David Averbach**, The Film Collaborative



**Suri GOPALAN**

Suri is the founder member of Vista India and comes with over 30 years of media distribution experience. He was instrumental in the physical sales of Indian compact discs and video in the United States, through Raaga Music Superstores, his entrepreneurial venture. Suri also produced the first show of multi-platinum Indian musician, A.R Rahman, in conjunction with Rapport Entertainment of Bombay. Suri holds an MA in International Business from the Columbia University - School of International and Public Affairs



**Satya RAGHAVAN**

Satya Raghavan is Head of Content Operations at YouTube India. In the past, Satya has served as Head of Consumer Marketing at MSN India, Vice President of Marketing at STAR India, and Vice President at Helion Ventures Partners. He was a co-founder of Just Another Magazine (JAM) and also co-founded SkoolShop, a school supplies business. An MBA from Harvard Business School, Satya has over 16 years of work experience across Broadcast Media, FMCG, Internet, Venture Capital & Entrepreneurship



**David AVERBACH**

The Creative Director and the Director of Digital Distribution Initiatives at The Film Collaborative, has 17 years of experience in graphic marketing, graphic design, database design and web design. He has advised hundreds of filmmakers on D.I.Y. digital distribution. David has also guided over 50 films through TFC's Digital Distribution programs and provides graphic design support to filmmakers in the form of key art and website design.

## VOD Platforms - Challenges and Solutions in the Next Growth Phase

Its an interesting time to review the kind of revenues that high content, low star power Indie films are able to generate as well as look at how the VOD world is perceiving the spending intent of the Indian market! The session aims to explore with the help of experts and key players how the S-VOD, T-VOD and A-VOD platforms function and deliver eyeballs and revenues. It hopes to be able to quantify and analyse qualitatively the numbers and the trends using cultural and historical references - specifically from Indian and Asian content. It hopes to understand from the experiences of the speakers how content moves in mature markets, the specificity of the Indian Digital market and the challenges it has to offer.



**Rohan SIPPY**

Rohan Sippy has directed four Hindi feature films; Kuch Naa Kaho, Bluffmaster, Dum Maaro Dum, and Nautanki Saala. As a producer his feature credits include Taxi 9211, Chandni Chowk to China, The President Is Coming, and Sonali Cable. He is a director on the board of the Ramesh Sippy Academy of Cinema & Entertainment, a film school offering undergraduate degrees from Mumbai University.

## The Business of Film Technology

There have been revolutionary innovations in film technology over the last few years - across content creation, exhibition, distribution and archiving and restoration. The session brings together 3 key players - Prime Focus Technologies for its Film Post Production solutions, Qube Cinema Technologies for its innovation in exhibition solutions and WondaVR for its worldwide endeavour to educate and mentor filmmakers within a very organically designed Hackathon program for VR content production - the newest, most dynamic filmmaking technology today.

The aim is to understand the key technological advents in the past years that have and will revolutionize Filmmaking, Post-Production, Release and Marketing. The session will not only talk about the magic that happens on-screen but also aim to shed insights on the quiet revolution that is happening in the delivery mechanism for content across the globe and the new frontiers its opening in viewing habits and content formats.



**Vivek PAUL**

Vivek founded Reelmonk as an online movie distribution platform but with a twist. The site literally put films in the audience's hand by providing downloading options at nominal pricing. With an adroitly crafted website, Reelmonk has released over 110 movies and notched up a user base of over 55,000 members worldwide and slowly expanding to studio films and Indie's alike.

### Moderator

**Vivek Paul**, CEO, Reelmonk

### Speakers

**Ankur Jain**, Vice President, Sales & Business

Development - APAC

**Senthil Kumar**, Co-Founder, Qube Cinema Technologies

**Arnault Labaronne**, Filmmaker



**Ankur JAIN**

Ankur leads sales and business development across segments like broadcast networks, government and service providers including strengthening of key account relationships at Prime Focus Technologies. Ankur is a technology expert with wide experience of more than 16 years in the IT industry where he has been successful in building the cloud business for various enterprise applications and developing the alliances ecosystem as a key business driver. He was with Oracle Corporation India where he headed the enterprise business unit. He has also been associated with companies like SAP and Satyam and was leading sales across markets like India, US and Europe. Ankur is an alumni of Symbiosis Institute of Business Management (SIBM) and XLRI, and has a B.E degree from University of Mumbai.



**Senthil KUMAR**

Senthil Kumar is recognized as one of the country's foremost experts in audio, video and cinema technologies. He set up Media Artists Film and Video Postproduction Centre in Chennai shortly after he graduated from college. In 1992, he set up Real Image, along with Jayendra Panchapakesan, to bring Avid digital nonlinear editing systems to India. In 2000 Senthil started development on the Qube Cinema product line. With its Qube Cinema end-to-end digital cinema product line, the company has made an impact worldwide with more than 7,000 systems installed in 48 countries across the globe.



**Arnault LABARONNE**

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

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

## In Conversation

**Vikramjit Roy**, Head of Film Facilitaion Office of M/O I&B  
at NFDC  
**Sanjay Suri**, Actor



### **Vikramjit ROY**

Vikramjit Roy is the Head of the Film Facilitation Office (FFO), set up by the Ministry of I&B and operated by NFDC. The FFO is mandated to promote the Film in India initiative of the Government and in doing so, ensure the ease of filming in India.

In his role as the General Manager of NFDC, he commissioned 24 productions across 11 Indian languages, introducing 13 debut Directors.

As Head of Marketing, a position he held simultaneously, he played a key role in the positioning of Cinemas of India, Film Bazaar as well as the Corporation's foray into digital distribution thus helping in creating an audience base for Independent cinema in the country.

With 25 years of experience, encompassing both the Independent and Studio backed spaces, Vikramjit has built a reputation by engaging in both the Government and Corporate Sectors, enabling the development of the two.

## Towards Ease of Filming in India - FFO

A discussion on the critical role of the Film Facilitation Office (FFO) towards ease of filming in the country, in line with the Central Government's focus on 'ease of doing business'. How FFO has been reaching out to the States and locations to urge them to form film friendly policies, incentivize and market their locations to both domestic as well as international filmmakers, in order to leverage the soft power of films as well as reap economic benefits through film induced tourism. Additionally, the FFO has also been working closely with the film fraternity to identify the challenges faced by them and further market our locations globally.



### **Sanjay SURI**

A Kashmir based Actor and Producer, Sanjay Suri is credited with 30 features as an Actor and 7 features as a Producer. He has performed in numerous acclaimed films like Firaag, Pinjar, Daman, Filhaal, Dhoop and other trendsetting films such as Jhankaar Beats and My Brother Nikhil where he gained status as an actor. Sanjay has been at the forefront of the current revolution of Independent Cinema in India. He has participated in various International Co - Production markets and labs and was selected by CNC to attend the Producers network at the Marché du Film Festival de Cannes 2012 and 2013. He has also served as a Jury member at Mumbai Academy of Moving Images, 2012. Her entire career manifests her resort to entertain and enable India's Indie space providing support and quality to filmmakers whose wealth lies in their passion for cinema.

## The Business of Content - Ownership vs Work For Hire

### In Conversation

**Madhu Gadodia**, Equity Partner (BHSc, LLB), Naik Naik & Company

**Datta Dave**, Partner, Tulsea Pictures

Much has been said about how an artist has been reduced to being a service provider by the Work for Hire contract when he / she actually creates the intellectual property that the commissioning agency thrives on. Much has also been said about the high risk, limited ways of minimising risks that exist for a commissioning agency - and hence the need to own the intellectual property they will eventually monetise for posterity. Of course there are terms and conditions that can be negotiated to make it a fair engagement. However the IPR battleground is not for small time players. And the Artist in general is a small David in front of the Corporation Goliath.

Another emerging trend today is the cash rich non-film entities who are big players in the market who have brought in major paradigm shifts in the way content creation and its business is being done. The session attempts to explore what these paradigm shifts entail for the business of content creation, its shelf life & its 'after life' - i.e. the potential to optimise it after its run is over in its current form.



**Madhu GADODIA**

Madhu has advised on more than 500 film production and distribution deals and has structured deals for Bollywood production houses and Hollywood studios. Madhu leads her team of experienced professionals and spearheads Naik Naik and Company's Andheri, Mumbai Office.



**Datta DAVE**

Datta Dave is the Co-Founder of Tulsea, a strategic media and content management company which represents and advises various entities, including leading creative talent, production companies, and gaming, animation, and media startups. Tulsea's approach to its advisory services and talent management focuses on ensuring if all stakeholders across the value chain benefit equitably. Datta works with individual talent and corporate clients from a strategic perspective. He has deep relationships within the Indian and global entertainment industries, and advises several media and entertainment companies during various stages of their growth. Previously, Datta was also a management and sales strategy consultant to various domestic and international corporations.

**Speaker**

**Satya Raghavan**, Head - Content Operations, YouTube India



**Satya RAGHAVAN**

Satya Raghavan co - founded Occasion Kommerce Pvt. Ltd. and served as its Chief Executive Officer. Raghavan has been Head - Consumer Marketing at MSN India since January 2007. He served as the Vice President of Marketing at STAR Group Limited. He was a Vice President at Helion Venture Partners, LLC. He has over 13 years of work experience across Broadcast Media, FMCG, Internet, Venture Capital & Entrepreneurship. Prior to STAR, he was the brand manager for Pillsbury. Mr. Raghavan is an alumnus of Indian Institute of Management, Lucknow. He has an MBA from Harvard Business School.

Satya Raghavan heads entertainment partnerships at YouTube. He has worked across Print, Broadcasting, Venture Capital & Digital over the last 18 years.

## **From Free Downloads to the Biggest Revenue Generators for an Indie Film - the YouTube Business Story**

For an Indie filmmakers a review of the YouTube evolution story could actually be a lesson in finding 360 degrees solutions for a film's journey after it is made. YouTube as a platform provides for the best content hosting capabilities and is format agnostic even within the just developing spaces. It also has the largest ever viewer base to reach it out using Google - the most popular search engine in the world. This session aims to explore how does an Independent filmmaker optimise YouTube as a 360 degrees solutions provider for Marketing, Promotions, Building Communities & Icons and Revenue Generation for the Film.

On of the key focus areas of the presentation would be the fact that Google YouTube is the highest revenue generator in the A-VOD space in the world. It is in complete contrast to the equally popular perception that it is a Free Loaders' space - which makes filmmakers wary as well of sharing their content through YouTube. The session aims to understand the security mechanisms and how accessible are they to the Indie Filmmaker. And what are the various models they can adopt / innovate within to optimise the platform in the best interest of their film.

## Artificial Intelligence and the Art of Content Creation

### In Conversation

Jack Zhang, Founder, CEO, Greenlight Essentials  
Sudhir Mishra, Filmmaker

Studios in Hollywood have for long invested in big Data to decipher audience viewing patterns. Data often dictated the greenlighting of Big Budget Projects. With artificial intelligence coming into play, how has Big Data evolved and how can data analytics and softwares be designed to 'learn' the human craft of storytelling? And what are its current limitations?

The session also aims to understand how filmmakers can put to use the advents in data processing. To what extent can data be used in generating content optimized for specific markets and target audiences? The session will also aim to understand what is the extent of creative input a software can provide in the art of screenwriting? Taking forward the discourse on the same, are we finally approaching a stage where human creativity can be replicated?



### Jack ZHANG

Jack Zhang, is the founder and chief software architect of Greenlight Essentials, a software platform that uses A.I. to help filmmakers make intelligent decisions in greenlighting films.

He is a notable innovator who has emerged from the tech hot-bed of Silicon Valley North, where Zhang graduated from the University of Waterloo's mathematical economics program. During his studies, the young entrepreneur combined his passions for the film industry and machine learning to create Greenlight Essentials.

Using his proprietary analytics software, Zhang is also part of the team behind, "Impossible Things", the first ever feature-length film co-written with a computer.

For the past few years, Zhang has been an advocate of the role big data platforms play in the film industry. It's his determination and enthusiasm that has propelled Zhang to be an important analyst on the future of film and Augmented Intelligence.

Prior to Greenlight Essentials, he has had technology and finance experience in China and California.



### Sudhir MISHRA

An internationally acclaimed filmmaker, Sudhir Mishra is one of the pioneers of the alternative independent cinema movement in India. Sudhir began his career as an Assistant Director and Co-writer in Kundan Shah's cult classic comedy 'Jaane Bhi Do Yaaron'. and directed classics like 'Yeh Woh Manzil To Nahin', 'Main Zinda Hoon', 'Dharavi' as well as cult hits like the 'Hazaaron Khwahishein Aisi'. With a career spanning over three decades, his work has been recognized by the Government of India and he was conferred 'Ordre des Artes et des Lettres' by the French Government.



सत्यमेव जयते

Ministry of Information and Broadcasting