



**101 Filmmakers**

**101 Noble Causes**

**101 Hours**

**One new BeGInnIng**

*An Initiative by*

[www.mammovies.org](http://www.mammovies.org)

*Supported by*

[www.karmayog.org](http://www.karmayog.org)

## Concept



In Jan 2007, MAM Movies had organized *Genesis film project* where 101 filmmakers made short films for 101 NGO's in 101 hours. The films made have been used by the organizations for promotion and spreading awareness about their work. The films had a world premiere in Cinemax Theaters in Mumbai and then later screened in various international venues.

Following the success of previous event, we now take this project one step further and Invite 101 qualified filmmakers to make 5 min short films on 101 NGO's from 4 Metros (Mumbai, Delhi, Chennai, Kolkata) in 101 Hours. The event now known as 'I AM THE CHANGE FILM PROJECT'.

The shooting event would take place from 3<sup>rd</sup> – 7<sup>th</sup> July 2008. At the start of the event, the NGOs' will be randomly allocated to the filmmakers. All the films would be shown as part of film festival held in Mumbai on 2<sup>nd</sup> August 2008, where a panel of celebrity judges would judge the best films and award prizes to the winners.

(Please see [iamthechange.mammovies.com](http://iamthechange.mammovies.com) for more info).

## Aim

Our goal is - through the medium of stories - strike a cord within our selves and other filmmakers to inspire and make films for social change. It also gives an opportunity to create high quality informative short films for non-profits which can be later used for the purpose of spreading awareness, fundraise and sharing their work with various other organizations worldwide.

## Organizers

**MAM MOVIES:** MAM Movies attempts to create a platform which will support and nurture independent filmmakers who use *media - the arts and technology - to inform, inspire and empower others to create positive action* in the world. In one of many programs, MAM Movies creates an effort to consistently make inspiring films on NGO's and use *media for social change*.



## Supported by

**Karma yog:** Karmayog is a platform for the Indian nonprofit sector, & for addressing civic issues in Mumbai. Nonprofits can provide information about themselves & their needs through an individual, free 'website' that is formed on registration. Through this, NGOs can display their profiles, events & job vacancies & ask for volunteers, materials, services and funds. Please see [www.karmayog.org](http://www.karmayog.org) for more info.

## Timeline

Estimated time frame to complete this project from start to finish is 6 months.

### Approximate Time line:

- 30th April: Website Launch
- 30th April: Identify filmmakers and colleges, send them invitations and posters.
- 30th April: Invite Filmmakers Application
- 15th May: Finalize Sponsors and Media Partners
- 15th May: Finalize participating NGO's
- 31st May: Submission deadline for filmmakers
- 15th June: Select the filmmakers Team
- 3rd July: Event Launch
- 3rd July – 7th July (101 Hours) - Filmmaking Process
- 2nd August: Premiere and Film Festival

## Process

- ❖ Total of 101 NGO's will be invited to participate in *I am the change film project* from Delhi, Chennai, Calcutta and Mumbai.
- ❖ An informative website will be launched with information about the project, process and follow ups.
- ❖ Sponsors and media partners will be invited in the following areas:
  - Radio, Television, Newspaper, Magazine, Internet, Digital, Mobile phones, Theater etc
- ❖ Publicity materials designed and produced - T-shirts, banners, posters, booklets, DVD etc.
- ❖ Identify filmmakers and colleges from all over India. Send them invitations and posters. Invite submission entries.
- ❖ Filmmakers will have to fill and submit their forms online or offline. They will also be required to submit a short video of their work by uploading them on the web. Based on their work they will be selected to participate in the film project.
- ❖ Once the filmmakers are selected, their names would be announced and uploaded on the website.
- ❖ Names of 101 Non-profits will also be uploaded on the website with their complete information.
- ❖ Launch of the event at 6am July 3<sup>rd</sup> through our website.
- ❖ Filmmaker will receive complete information about the non-profit they will have to make a film on.
- ❖ Filmmakers will then, in next 101 hours, will have to go through the complete process of filmmaking (writing, shooting and editing) and then submit the completed film to us by 11am on July 7<sup>th</sup> 2008
- ❖ Judging of best 25 films – A semi final judges panel, will narrow down 101 films to top 25, which will then be premiered on 2<sup>nd</sup> August 2008 (date to be finalized).
- ❖ Premiere August 2<sup>nd</sup> 2008. We invite International filmmakers to judge and award the top 25 films.

## Target Audience

### Youth

Our main goal is to reach out to as many youth as possible using any available media forum to reach out to them. This includes possible interviews with various TV, newspaper and magazine outlets. We will be approaching all colleges from India, especially colleges that specialize in media studies. We will be approaching students who would be interested in creating a film as well as posting flyers, posters and banners in these colleges. We also will be targeting popular coffee stores, other popular hangout spots, clothing-retail stores, entertainment-retail stores as well as malls such as Infiniti, InOrbit and others, We will also be targeting user groups on Yahoo, Google Groups, Orkut and MySpace who are interested in such events.



### Non-Governmental Organization (NGO)

We will be working with 101 NGOs based in India. We will be requesting them to promote our event through their database of donors and volunteers. They will be receiving promotional materials, which will be posted on their website, mailing lists. The film they receive at the end will also contain a short video that contains the event's recap as well as information regarding our sponsors.



### Coverage around the world, Companies and other organizations

We are currently in talks with various media outlets from around the world to cover this event. We are also talking to various organizations around the world to promote this event. Once the event is completed, the video recap of the event as well as the films shown will be circulated among other companies and media outlets, which are interested in sponsoring our future events. We will also be targeting film clubs of Mumbai and other DVD distribution companies.

## Filmmaker candidates

Our registration will be open to anyone who is interested in taking part in our competition. They can be of any age, caste, religion, sex, nationality, race and any profession.

Participants would be invited from different BMM colleges of *India*, and eventually gather 101 qualified filmmaker teams.

We also intend to invite professional filmmakers as guest participants for this project.

## Television Show

There's a great potential to create a Television reality show based on this project, which can happen simultaneously. Channels will be approached to help in this. This provides a greater visibility to the project as well as sponsors.

## Screening

A film festival would be held together with a world premiere of selected award winning films in Mumbai. Celebrities and local heroes would be invited to give away the prizes.



## Output

- \* These films will be open sourced through the Internet.
- \* A DVD compilation of these films will be distributed to various organizations worldwide to create awareness.
- \* A traveling film festival can be organized to show these films in various colleges and film festivals.

## Budget

An estimate production cost of entire project would be Rs. 25 Lakh,

### Estimated Breakdown

|                                 |             |
|---------------------------------|-------------|
| Production:                     | Rs.8,00,000 |
| Marketing:                      | Rs.6,00,000 |
| World Premiere & Film Festival: | Rs.6,00,000 |
| DVD's & Distribution:           | Rs.3,00,000 |
| Contingency:                    | Rs.2,00,000 |

**Total: 25,00,000 (Rupees Twenty Five Lakhs)**

## Sponsorship

*I am the change Film Project* is looking for sponsorship to help organize the event. This event provides a unique opportunity, to brand themselves as cutting edge, artsy, stylistic and distinct to a targeted group of hip, trendsetting, educated, fashionable consumers. We will be looking for 2 kinds of sponsorships, which are:

### Strategic Partners:

We are looking for companies that would like to promote their products or services through facilitating their products and services to filmmakers taking part in the competition. Our strategic partners can also provide their products as prizes to the award-winning filmmakers. We are looking for partners that are in the fields of: Telecommunication (such as Mobile, Internet and mobile network providers), Consumer Electronics manufactures and sellers, Online portals, Media outlets (television, radio, newspapers, online portals, magazines), colleges with media courses, retail outlets that sell books, DVDs and music. We are also open to other possible partners in other fields than the ones mentioned above.

### Ad-based Partners:

We will be looking to sell ad-space to partners interested in collaborating with our project. We will be promoting our partners' brand by placing them on the competition's website, posters, flyers, banners, slideshow presentations, DVD's, television, radio and web commercials. There will also be limited booth space available at the final event.

We have various kinds of Ad-based Sponsorship packages available for companies to choose plus special custom packages will be available for strategic partners. We also are open to tailoring any of our sponsorship packages to your budgets and needs.

## Sponsor Benefits:

### **Silver Ticket Package**

Price: Rs 10 Lakhs

Package Includes:

Linked Logo on the website

Logo on premier introduction slide

Mention of sponsorship on film credits (text)

Mention of sponsorship on DVD (text)

Logo on college banners

Logo on premier banner

Logo on print ads

Logo on flyers

### **Gold Ticket Package**

**The brand will be displayed as presenters of the entire event**

Price: Rs 15 Lakhs

Package Includes (The Silver Ticket +):

30 second ad space before the film and during intermission in Premiere

Mention of sponsorship on film credits (logo and text)

Mention of sponsorship on DVD (logo and text)

Name included with every press release

Booth Space during premiere

Naming of 1 Award

### **Past Results**

*Website:* We receive an average of One lakh hits per month in our website. Since all the films are online, thus sponsor logo in the film credits itself generates lot of viewer ship.

*Dvd Distribution:* Last year we had distributed 500 free Dvd copies, this year we are planning to give out at least 1000 DVD sets to various organizations. Now if these organizations show these films in their own circle to atleast 100 people then we are reaching out to minimum of 1,00,000 people.

*Associations:* Last year we had associated with Mumbai University and through them distributed posters to all the colleges. This year , taking it one step further we will be sending out posters to all colleges in Delhi, Mumbai, Kolkata and Chennai. We are expecting at least 30 different colleges to participate this year.

## Details of Genesis film project 2007

**75 Participating NGO's & 26 Social Issues:** (A detail list is available on <http://gfp.mammovies.com>)

Few participating NGO's were:

CRY: Child Relief and You

PETA: People for the Ethical Treatment of Animals

SMILE

SPASTIC SOCIETY

AKANKSHA

WOMEN'S INDIA TRUST (WIT)



### **Participating Filmmakers to judge the Final:**

Mr. Anupam Kher

Mr. Nagesh Kukunoor

Mr. Sachin Pilgaonkar

Mr. Ashoke Pandit



### **Participating Guests to judge the semi-finals:**

Anuja Ghosalkar: Professor, Journalist, associated with Breakthroughtv.com

Chandita Mukherjee: Founder of COMET media and Documentary filmmaker

Devendra Balsaraf: Co Founder, Cinema Scoop

Kunal Jhaveri: Co Founder, The Short Circuit

Nandan Kini: Chief Editor, Animation Today Magazine

Nandini Ramnath: Sub Editor, TimeOut magazine

Pravesh Vishwanath: Academician, Film Historian

Randolph Correia: Part of Pentagram and Func+Shaa'ir

Rashmi Bansal: Editor Jam Magazine

## INFO CHANGE INDIA

InfoChange News & Features ([www.infochangeindia.org](http://www.infochangeindia.org)) is a four-year-old online resource base that provides news, views, perspectives and debates on crucial issues of sustainable development and social justice in India and South Asia . It brings into sharp focus agents and avenues of change.



Students from Mr. Anupam Kher's ACTOR PREPARES participated in the project as well as Mr.Kher personally gave a cash prize of Rs.51000 for the best children's film.



CINEMAX THEATERS were our official sponsor for venue of Launch and premiere of Genesis films.

An organization that is our source of inspiration in many ways helped in various ways to make this project more heartfelt and meaningful.



Digital Academy was our knowledge partner. They helped with film production resources for the project.



Shriomaji Gurdwara Parbhandhak Committee's  
**Guru Nanak Khalsa College**  
of Arts, Science and Commerce

Guru Nanak Khalsa College was so moved with this project that they decided to hold an entire 3 day film festival in their college of Genesis films.



University of Mumbai  
मुंबई विद्यापीठ

Professors from Mumbai University made special effort to spread the news about this project that helped us in getting tremendous amount of entries and participation from Mumbai university students.



Radio Partners



Magazine Partners



International Partners



## Response from Genesis Film Project 2007

*"I think Genesis Film Project in that category, does give you a feeling that people are genuine, people are wanting to do something different and people are willing to keep aside their commercial aspects of life and wanting to do something that is unique and straight from the heart."*

- **Anupam Kher** (Actor)

*"I think most of us are hampered by the fact that we need huge budgets and a Godfather's hand over head to sort of nourish the filmmaker in us. Films like these give opportunities to a lot of common people to go out there and actually sort of develop their craft and who knows in the process have a lot of intelligent filmmakers."*

- **Nagesh Kukunoor** (Filmmaker)

*"Initiative like this will ignite young minds to put themselves wholesomely in a creative pursuit adding a kaleidoscopic dimension to cinema"*

- **Pravesh Vishwanath**, (Film History Professor)

*"Finally a platform for Cinema that is rooted to make a difference and connect with people."*

-**Premal Akshay Desai** (Participating Filmmaker)

*"Being media students we are determined to try our best and get a change in the society for its own benefit"*

- **Fahad Parack** (Participating Filmmaker)

*"This journey will have no seas or mountains, rivers or valleys, there will neither be air nor ether. Its a journey from the material to the spiritual...the medium will be film."*

- **Sharad Raj** (Filmmaker)

*We at Guru Nanak Khalsa College felt it imperative to support the GFP as it is a unique opportunity to showcase talent, creativity and imagination."*

- **Dr. Ajit Singh** (Principal Khalsa College)

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