



REVIEW OF ACTIVITIES

TRIGGERPITCH

Year: 2011

Activity: Outreach forum

Preparation

A call for films was sent out 4 months in advance and six films selected by a panel of experts based on the criteria of creativity, social message, impact potential and ability to bring about a positive social change.

Two members from IDF and three members from the Kerala film festival put in 5 months of intensive work in the selection of films and a suitable list of over 50 panelists keeping in mind the specific requirements of each individual film and the USP of the panelist, their organisation and their work/ interest sphere. 50 panelists were invited for the round table and over a 100 others were invited to attend the forum.

The event was advertised through social media, radio channels, press and media, posters and press conferences.

Attendees

The forum was attended by over 200 people interested in films along with 50



panelists and another 100 invitees from various NGOs, funding agencies, commissioning agents, media channels, government organisations and philanthropists.

Collaborative Process

IDF proposed to the festival director of Kerala international film festival the need for such a forum in India, the first of its kind. The proposal was welcomed and the response from the filmmakers very encouraging. IDF also collaborated with the European Asian network who were happy to recommend and felicitate 2 films from Taiwan and China.

Commissioned Report

The forum triggered theatrical release of one of the films -Rat Race in 3 Indian cities. Two other films were telecast on



NDTV. Films division organised screenings of 2 other films. All six films received the Mahindra creative cash award.

The forum opened the theatrical door for screening of documentary films. It created awareness of an alternative distribution strategy for docs and generated corporate interest.



IDF TRAILER WORKSHOP AT MIFF

Year: 2016

Activity: IDF Trailer Workshop

Preparation

IDF organised a one day workshop on educating filmmakers on the different kind of trailers. A proposal was sent to the Films Division and after their approval a team was set up to organise the forum.

The event was advertised by the Films division and IDF through various media. All MIFF delegates were eligible to apply.

Eight filmmakers were selected to screen their trailers. National and international experts from the the feature film industry, advertising and documentary were invited who screened their favourite trailer explaining why they liked it and then the 8 trailers of the filmmakers were discussed and guided.

Three distinct types of trailers were discussed: Theatrical trailers, fund raising trailers and Impact trailers. The forum was moderated by Sophy Sivaraman.

Attendees

The event was attended by attended by 45 people from the industry, filmmakers, producers, distributors, and a large number of festival delegates.

Collaborative Process

IDF sent a proposal to the Films Division desiring to hold a trailer workshop for filmmakers to understand the subtle difference between trailers meant for funding, impact, or theatrical release.

The new avenues now open to filmmakers to be able to raise funds at any/ all stages of filmmaking have not been totally explored as yet in India.

Thus the venture was exciting in its novelty as well as practical value for mostly hard up newcomers.



Commissioned Report

The workshop was showcased outside on a screen to other festival goers and delegates who could not attend due to paucity of space. The filmmakers were delighted with the mentorship and greatly benefited by the mentorship in tweaking their trailers to suit the target audience.

FILMMAKING WORKSHOP @ NIFF

Year: 2012



Preparation

IDF organised a filmmaking workshop at Nashik International Film Festival (NIFF).

The call to filmmakers was sent out a month in advance. 16 filmmakers were selected by experts in the documentary field to attend the workshop out of 50 who had applied.

Four teams of 4 people each were formed to include a director, camera person, sound person and editor in each team.

The first day went in reconnoitre. Each team toured the city which was new to them to look for interesting subjects and were helped and guided by the mentors. By the evening the subjects were finalised and shooting started the

next day. The mentors shuttled between the teams to guide and help them focus on the subjects. Each evening editing took place through the night. The fourth day the completed films were screened during the closing ceremony.

We got very positive feedback from the assembled audience and the filmmakers who greatly benefited from the intensive 4 day workshop.

The Indian Documentary Foundation also curated a number of select films screened during the Nashik Films Festival from around the world.

Attendees

The workshop was conducted by Audrius Stonys from Lithuania and Sophy Sivaraman.

The screening was attended by over 500 film festival goers during the closing ceremony of the Nashik Film Festival.

Collaborative Process

IDF was approached by the NIFF people to organise a workshop for filmmakers from concept to finish film. IDF envisioned the creativity of the workshop selection of filmmakers, setting up teams and guided them through to produce the final product. NIFF was in charge of all logistics, transport finance boarding and lodging.

Commissioned Report

Four films of five minutes each were produced during a week long workshop and screened to a select audience of cinema lovers showcasing parts of their city in a novel manner. These films were later available on YouTube.

FILM SCREENING

Year: 2012-2013



Preparation

IDF organised film screenings of selected award winning films at Alliance Francaise, Mumbai followed by interactive sessions with filmmakers. Two months prior to the allotted slot, the film was identified, permissions sought from the filmmakers and either the director was invited or another filmmaker of equal repute was issued an invitation to attend the screening.

Attendees

Alliance Francaise has a dedicated audience of film lovers and there were always about 80-100 people in the hall.

Collaborative Process

IDF collaborated with the Root Reel for these screenings as they had a tie up with Alliance Francaise. The films were

selected in consultation with IDF, Root Reel and Alliance Francaise.

Commissioned Report

12 award winning films were screened to an appreciative audience during a period of 14 months.

Indian distribution of Documentary Film

Year: 2014

Preparation

IDF was approached by Oscar-winning director, Megan Milan, for India distribution of her documentary film "After my Garden Grows". IDF prepared for it with a lot of networking and intensive travel over a period of 6 months.

Collaborative process

After my Garden Grows is a Principe production film supported by Sundance Institute in partnership with the Bill & Melinda Gates foundation with additional support from the Kendeda Fund. IDF was instrumental in giving it a super India release.



Commissioned Report

Theatrical release across India at PVR cinemas. National media coverage: 200+ print, radio and TV stories in every major outlet.

Free copies distributed to global gender advocates at MenEngage conference.

FILM FUND

Year: 2014

Preparation

IDF placed an open call for women filmmakers for a new fund launched in collaboration with Chicken & Egg Pictures in October 2014. 2 filmmakers were



selected from a number of very high quality films for their singular vision, passion and determination, and real commitment to their films as instruments of social change.

IDF tied up with a lot of other organisations to provide support in kind such as editing, post production and sound mixing. Shazia Khan director of *Never Left* and Megha Ramaswamy from Mumbai.

Collaborative Process

IDF had dialogues with Chicken & Egg Pictures and collaborated to launch a fund for Indian women directors wherein IDF was to provide all in-line support.

Commissioned Report

Both women directors received USD 10,000 combined of funding and in-line support.

FILM IMPACT WORKSHOP

Year: 2014

Preparation

IDF organised a film impact workshop during the film festival at Trivandrum. The intent was to discuss existing resources to bring about social change through the media of film and explore new avenues. With this in mind, experts from the film industry and corporations and NGOs were invited to attend and thrash out a modus operandi.

Collaborative Process

IDF collaborated with the artistic director Bina Paul of Kerala Chalachitra Academy and together selected a panel of 6 field experts invited to attend the workshop at the film festival.



Commissioned Report

The workshop generated a galore of new ideas for networking and finding target audience for impactful films with a social message. Marketing strategies were designed for popularising documentary films.

MARKETING FORUM

Year:

Preparation

IDF was part of the Indian delegation which attended Doc Leipzig. Doc Leipzig is the oldest documentary festival in the world reputed as an international centre of competence for documentary and animated films.

Collaborative Process

IDF is recognised internationally as an organisation for promotion of documentary films in India and it is prestigious to be invited there. It's a film bazaar where a lot of commissioning agents participate and so important to be part of it to open international avenues for Indian filmmakers.

Commissioned Report

IDF greatly profited by getting to know the nuances of film marketing and distribution and was able to successfully invite some big wigs for our forum which helped the Indian filmmakers.

filmmakers who could not afford to travel to far off places to be heard.

Commissioned Report

Learned to fuel the very best independent documentary filmmaking in the world.

- How to forge new partnerships between filmmakers and all parts of civil society.
- To unlock new sources of investment in documentary filmmaking.
- To build the capacity of the non profit sector by helping organisations work with filmmakers.
- To connect change makers with powerful films
- To open new distribution routes
- To enrich life of individuals, transform communities and improve society.

GOOD PITCH, ENGLAND AND AUSTRALIA

Year:

Preparation

Nick Ware and Sophy Sivaraman attended Good Pitch England and Australia to get educated about best practices followed in documentary marketing and filmmaking so as to bring and adapt them in India.

Collaborative Process

IDF collaborated with Brit Doc to bring Good Pitch to India for our own

