

## **NFDC Film Bazaar 2015- Calls for Entries for the Producer's Lab-**

**--The last date of submission is September 30**

**Mumbai, September 11, 2015 : NFDC Film Bazaar 2015** is calling for entries for the third edition of **Producer's Lab**, a training platform introduced in 2013 to help emerging producers cultivate a sense of vision and learn the art of balancing the creative and financial aspects of filmmaking.

This year, the NFDC Film Bazaar will be held from November 20-24, 2015 at the Goa Marriott Resort alongside the International Film Festival of India 2015.

The deadline for submission of application is **30th September 2015**.

Multiple sessions on the different facets of producing films are conducted by key industry experts and professionals at the lab which is aimed at providing training and networking opportunities to upcoming Independent Producers from across the world.

The application fee for the Producers' Lab is INR 25,000 (Rupees Fifty Thousand). Only applicants who have been shortlisted to participate at the Lab will need to pay the fees (which excludes cost of travel and accommodation, but includes the registration fees for Film Bazaar). NFDC will intimate the shortlisted applicants via email by the end of October 2015.

Applicants should have worked as Producers or Line/Supervising/Executive producers in either one of the following and completed the same: Feature-length film | Short film | Documentary film | Television Commercial | Television Serial. The Lab is open to applicants from across the world but they should be proficient in English.

### **The highlights of Producer's Lab 2014:**

In 2014, Kirsten Niehuus, Managing Director, Film Funding, Medienboard Berlin-Brandenburg and Isabel Davis, Head of International, British Film Institute discussed the dynamics of public funding in and co-production with Germany and the United Kingdom, respectively. Viola Fugen, Head of Co-Productions at The Match Factory conducted a session on working with international co-producers and brought in her perspective of what an international co-producer looks for in a project creatively. Also present at the Lab was Marco Muller, the Artistic Director of Rome Film Festival who conducted a session on the importance of film festivals and how they can shape the journey of a film.

Another session, focusing on newer modes of engaging audiences through non-conventional platforms, was conducted by Aanchal Bahadur, Youtube Partner-Manager at Google India and Manan Singhi, Head of Music Partnerships, Youtube -- India & South Asia. Pratiksha Rao, Head of TV & Entertainment, Twitter was present to speak about newer, more creative ways of reaching audiences through Twitter and the power of storytelling that transcends duration and medium of exhibition.

The 2014 edition of Producers' Lab also witnessed sessions on film marketing by Rudrarup Datta, Head of Marketing and Operations, Viacom 18 India and on content creation for youth audiences by Ashish Patil, Business and Creative Head, Youth Films, Brand Partnerships, Talent Management, Yash Raj Films.

Participants can write to [producerslab@filmbazaarindia.com](mailto:producerslab@filmbazaarindia.com) to apply. Please visit [www.filmbazaarindia.com](http://www.filmbazaarindia.com) for the Application Form and more details.