

# Project Proposal „Making of „I Am““

by Moritz Rossbach

about a filmdirector in India and his unique short-film-project

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## Synopsis

„I am“ is a series of four short films, revolving about the common theme of fear and identity by the Indian film director/ producer Onir. As of early 2010, the films are in the production phase. This documentary is about the making of the films.

The „I am“ series already won its director Onir prizes for being important and relevant in a social and educational context, they are made possible to a large extent by the contributions of fans and supporters through popular internet platforms like Facebook. In a simple but appealing scheme, anyone can become a co-owner and -depending on the size of the contribution- get a mention in the credit roll or even a return on the investment.

„Abhimanyu“ is about child abuse, starring Sanjay Suri and Anurag Kashyap; „Omar“ about discrimination, starring Rahul Bose and Abhimanyu Singh; „Megha“ about loss of home and identity, starring Juhi Chawla; and „Afia“ about fear of age and fertility, starring Nandita Das.



On the set – Photo: © 2010 mr videoproduktion

## Treatment

The Making of “I Am” is a making-of-documentary, which aims to give an insight into the world of moviemaking in India in general and in particular to that of the short-film series entitled “I Am”. There will be a focus on the movie “Afia”, as this is the last one of the four films still to be shot. Interviews with the protagonists from in-front-of and behind the camera will alternate with on-set footage and scenes from the postproduction facilities

(editing, postproduction). There will be a strong focus on the producer/ director Onir whom I intend to follow around the set and his hometown Mumbai, documenting his efforts to independently produce his movies. Other interview partners will be the actors Sanjay Suri, Anurag Kashyap, Rahul Bose, different members of the crew and notables from the Mumbai film industry.

A lot of the interviews will revolve around Onir's new take on film-financing, asking friends and fans to contribute to the movies via Facebook and the likes.

There are plans to incorporate interviews with members of the independent German Film- and Festival-community about the reception and impact of Indian Movies in foreign countries. Possible interview-partners might include Oliver Mahn, Head of the Indian Filmfestival "Bollywood and beyond" in Stuttgart, Germany.

The style of the documentary is young, fresh and fast paced with quick cuts. It should reflect the vividness of the "Facebook" generation for whom the internet has long outrun movies and television as their main source of entertainment and information.

With the emergence of "social media" like Facebook, even communication has changed in such a way that people now communicate in "threads", long lists of "tweets" and comments on a certain topic, where everybody comments in quick blurbs and media are interactively linked to the discussions.

It might be interesting to adapt a kind of a "Facebook"-layout for the film, where titles, cuts, etc. mimic and behave like Facebook.



On the set with Purab Kohli, Onir, Nandita Das – Photo: © 2010 mr videoproduktion

## Project timetable

Preproduction: 13. - 28.2.10

On location shoot India: 1.3.10 – 24.3.10

Postproduction: 1.4.-30.5.10



On the set with Nandita Das, Juhi Chawla – Photo: © 2010 mr videoproduktion

## Budget

1. Production Crew	8.300,00 €
2. Production Equipment	840,00 €
3. Production Consumables	99,00 €
4. Travel/ Food	1.650,00 €
<b>Production Totals</b>	<b>10.889,00 €</b>
5. Post Production Crew	600,00 €
6. Online Post Production Equipment	600,00 €
7. Post Production Consumables	86,00 €
8. Rights and Permissions	500,00 €
9. Insurance	290,00 €
10. Distribution	600,00 €
<b>Post Production Totals</b>	<b>2.676,00 €</b>
11. Contingency (10%)	1.356,50 €
<b>Total production cost</b>	<b>14.921,50 €</b>
12. Deferred Costs (Rückstellung)	9.826,00 €
<b>13. Total Costs minus Deferred Costs</b>	<b>5.095,50 €</b>



Director of Photography Arvind Kannabiran – Photo: © 2010 mr videoproduktion

## Crew and Protagonists



Moritz Rossbach – Videojournalist.  
A freelance journalist and cameraman since 2000. He holds a Master's Degree from Saarland University in Anglophone Literatures and Cultures with emphasis on South Asia. He visits India frequently and knows many people in the Mumbai film industry. After he graduated from Colorado State University with a Bachelor of Arts in Mass

Communications, he worked for local television Channel TV8-Vail in the heart of the Rocky Mountains and subsequently made his mark with films for the Symphony Orchestra of India, the Peter Deilmann Ship-owning Company and Saarlaendischer Rundfunk (Saarland State Television). Moritz produces a local music and current affairs show for the internet. Photo: © 2010 mr videoproduktion

Onir – Producer/ Director



Onir left Bhutan in 1986 and came to Kolkata for higher education. While pursuing his degree in Comparative Literature at Jadavpur University, he studied German, Russian, Bengali, and Tamil and subsequently moved on to Berlin to study Film.

In 2004, he directed and co-produced his first film My Brother Nikhil,

distributed by Yash Raj Film--the first mainstream Hindi film specifically addressing homosexuality in the context of human rights and HIV AIDS. My Brother Nikhil won numerous Awards at filmfestivals around the world and, despite its rather unpopular subject, became a success in Multiplexes around India. Onir now embarks on a journey to write film-history, yet again, with a series of short-films done in close collaboration with his friends from the film industry and contributors from the internet.

Onir's empathy for victims of social injustice, sensitivity as a director, and experience in producing independent feature films sets him apart from many of his colleagues. Photo: © 2010 mr videoproduktion

## Sanjay Suri – Actor/ Producer



Sanjay is one of the favorite actors of the independent film community in India. In 2005, Sanjay independently co-produced and starred in *My Brother Nikhil*, a film that won many hearts and awards worldwide. His gutsy performance as an openly gay character in the film based on a true story of the first diagnosed AIDS patient in Goa broke the norms of the Indian Film Industry

and garnered many accolades worldwide. He now produces “I Am” together with his many Facebook friends and stars together with Anurag Kashyap in *Abhimanyu*. Photo: © 2010 mr videoproduktion

## Anurag Kashyap – Director/ Screenwriter/ Actor



Anurag Kashyap is a critically acclaimed Indian film director and screenwriter. As a director, he is known for *Black Friday* (2004), a controversial and award-winning Hindi film about the 1993 Bombay bombings, followed by *No Smoking* (2007) and *Dev D* (2009). As a screenwriter, he wrote the script for the Academy Award nominated Canadian film *Water* (2005). He is considered one of the most

versatile and prolific filmmakers in contemporary Hindi cinema. Photo: © Anurag Kashyap

## Summary/ Needs and Wants

- timeframe: the documentary is being produced between February and May 2010, a release is planned about a month later, but no later than the official release of the “I Am” movies.
- The film was shot on a Sony HVR-Z5E in HDV 1080p25 and edited on a MacBook Pro with Final Cut Pro.
- The film is in the postproduction phase. The producer is looking for:
  - dramaturgical and financial support, co-producers,
  - postproduction facilities for final online edit,
  - distribution and outlets, interested television channels and formats.

## The Making of „I AM“ Proposed Budget

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Estimated Time Frame:	<u>Days</u>	<u>Dates</u>
Preproduction	14	13. - 28.02.2010
Production	14	01. - 15.03.2010
Postproduction	30	01. - 30.04.2010
Total	58	

<b>1. Production Crew</b>	<u>Days</u>	<u>Cost/ Day</u>	<u>Total Cost</u>	<u>Summary</u>
Producer	58	100,00 €	5.800,00 €	
Director	n.a.	100,00 €	0,00 €	
Production Assistant	14	50,00 €	700,00 €	
Postproduction Assistant	30	60,00 €	1.800,00 €	
sub total			8.300,00 €	8.300,00 €
<b>2. Production Equipment</b>	<u>Days</u>	<u>Cost/ Day</u>	<u>Total Cost</u>	
Digital camera and kit	14	30,00 €	420,00 €	
Sound Kit (rental)	14	30,00 €	420,00 €	
Lighting Kit (rental)	n.a.	10,00 €	0,00 €	
sub total			840,00 €	840,00 €
<b>3. Production Consumables</b>	<u>Item</u>	<u>Cost/ Item</u>	<u>Total Cost</u>	
Mini DV Tapes	20	3,00 €	60,00 €	
Gaffer Tape	3	3,00 €	9,00 €	
Office Supplies/ Administration: Paper, Pens, Copies, Postage,...			30,00 €	
sub total			99,00 €	99,00 €
<b>4. Travel/ Food</b>	<u>Km or Days</u>	<u>Cost/ Km or Day</u>		
Flight, Visa, Fees, etc			1.000,00 €	
Local Trave on location	14	10,00 €	140,00 €	
Accommodation	14	50,00 €	700,00 €	
Catering/food	102	5,00 €	510,00 €	
sub total			2.350,00 €	2.350,00 €
<b>Production Totals</b>				<b>11.589,00 €</b>

<b>5. Post Production Crew</b>			
	<u>Days</u>	<u>Cost/ Day</u>	<u>Total Cost</u>
Online Editor	1	300,00 €	300,00 €
Sound Engineer	1	300,00 €	300,00 €
sub total			600,00 € 600,00 €
<b>6. Online Post Production Equipment</b>			
	<u>Days</u>	<u>Cost/ Day</u>	<u>Total Cost</u>
Editing Suite	1	300,00 €	300,00 €
Additional Equipment: Monitors, Deck, etc (rental)	30	10,00 €	300,00 €
sub total			600,00 € 600,00 €
<b>7. Post Production Consumables</b>			
	<u>Item</u>	<u>Cost/ Item</u>	<u>Total Cost</u>
Mini DV tapes	10	3,00 €	30,00 €
Blank CD's DVD's	10	0,60 €	6,00 €
VHS Tapes	20	1,00 €	20,00 €
Office Supplies/ Administration: Paper, Pens, Copies, Postage,...			30,00 €
sub total			86,00 € 86,00 €
<b>8. Rights and Permissions</b>			
Music			200,00 €
Photos, Archival Footage			200,00 €
Location Fees			100,00 €
sub total			500,00 € 500,00 €
<b>9. Insurance</b>			
	<u>Days</u>	<u>Cost/ Day</u>	<u>Total Cost</u>
Insurance Equipment	58	5,00 €	290,00 €
Insurance other			40,00 €
sub total			290,00 € 290,00 €
<b>10. Distribution</b>			
Festival Fees			n.a.
Preview Tapes			100,00 €
Broadcast/ Festival Copies			400,00 €
Publicity (EPKs)			50,00 €
Postage/ Packaging/ Photocopies			50,00 €
sub total			600,00 € 600,00 €
<b>Post Production Totals</b>			<b>2.676,00 €</b>
<b>11. Contingency (10%)</b>			<b>1.426,50 €</b>
<b>Total production cost</b>			<b>15.691,50 €</b>
<b>12. Deferred Costs (Rückstellung)</b>			
1. Production Crew			8.300,00 €
2. Production Equipment			840,00 €
7. Post Production Consumables			86,00 €
10. Distribution			600,00 €
sub total			9.826,00 € 9.826,00 €
<b>13. Total Costs minus Deferred Costs</b>			<b>5.865,50 €</b>

# ANTICLOCK FILMS PVT. LTD.

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404, C-Wing, Mander Co-op Hsg Society, Off 7 Bungalows, Andheri (West), Mumbai 400061

February 18, 2010

## TO WHOM IT MAY CONCERN

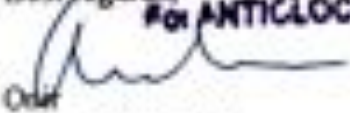
It came to my attention that Moritz Rossbach of "Mr Videoproduktion" wants to do a documentary film about the short-film series I am producing and directing at the moment, titled, I AM. So, I wholeheartedly invite Moritz Rossbach to document my work as director and producer for these films. The focus of this documentary would be the social issues that the film addresses as well as the Facebook fundraising methods adopted. Moritz Rossbach has my full support and is free to visit sets and production facilities and do interviews with everybody involved in the production.

I have known Moritz Rossbach since 2005 when we met at the Indian Film festival in Stuttgart, where he was involved in the film selection process. He is very knowledgeable about the Indian film-scene and I cannot think of anyone better-suited to bring a glimpse of modern Indian cinema to a German audience. I wish him luck with his undertaking and I am excited to see the fruits of his labour soon on German and Indian television.

Thanking you,

Best regards,

For ANTICLOCK FILMS PVT. LTD.

  
Director/ Producer

Director