



## **Entertainment:**

### **Short Movies, Movies, Web-series, Music, Documentaries**

Movies are the best medium to depict the various intrinsic elements, issues and cultures of society across the world and we aim to bring out such elements to the global audiences to create awareness and maximise inter cultural integration internationally. The objective of the complete project exercise is the Promotion of the Cause, Promotion of the organisations CSR or individuals cause initiative, Building and engaging a community and Promoting relevant public-events. Our content approach is to promote causes through the social media, setting the theme and tonality to create a unique identity and platforms to be driven by storytelling.

Short movies and cinema are the easiest & most influential way to impact and share. It has become a powerful storytelling medium and has drawn increasing attention towards the importance of short movie telling. Shorter theatrical windows and reducing attention span has resulted in increased short film consumption as digital has been adapted across the value chain.

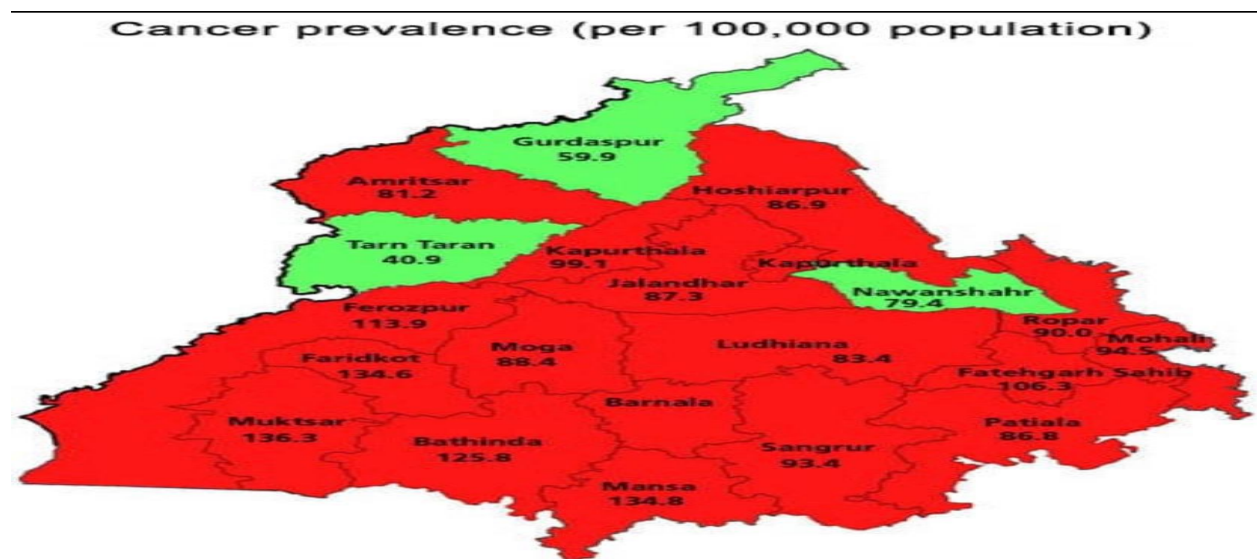
Some of the key issues on which we can develop the short movies include social injustice, healthcare and sanitation, law & order, women injustice, women empowerment, child labour, corruption, literacy, development, employment, government initiatives & policies, governance etc.

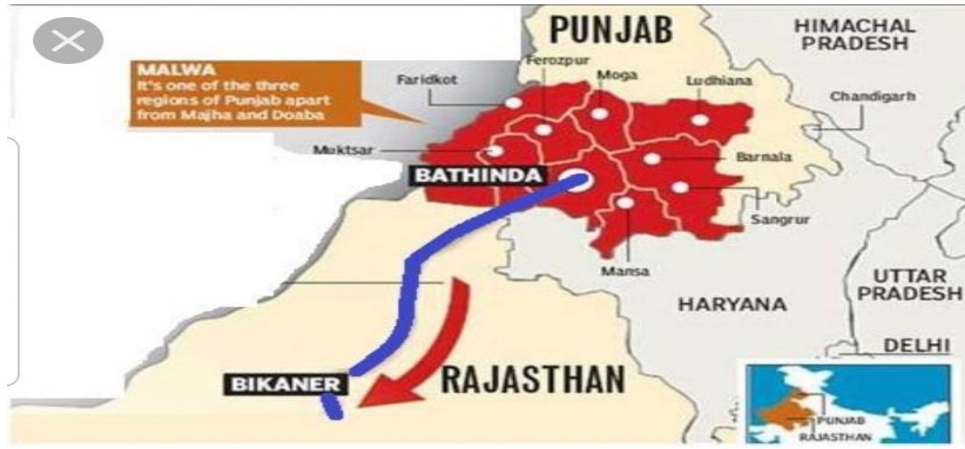
Also we have identified some major issues ready to be taken up under movie creation which effect our society to a large extent, brief of these are:

### a) Cancer Problem in Punjab

A state which led India in 1970's as the pillar of Indian Food basket as of now leads officially Internationally as the "Cancer Belt in India"- what more else is more dangerous than each loved one affecting from this & dying in multiples each year — Not only its about Punjab the same poison is spreading everywhere in India & Internationally.

**THE RESULT OF EXCESSIVE USE OF CHEMICAL FERTILISERS & CHEMICAL PESTICIDES CONTAMINATING GROUND WATER RESULTED IN SPREAD OF CANCER IN PUNJAB**





### CANCER ALERT



- Situation grim in Malwa belt.
- Muktsar has highest number of cases (136 per lakh population) followed by Mansa (134.6) and Bathinda (125.8)

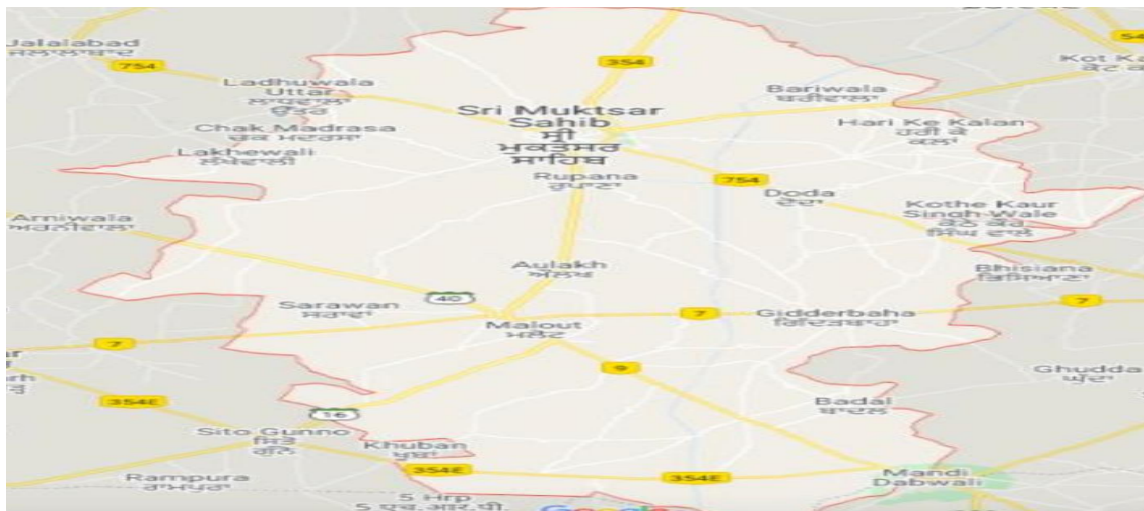
### PESTICIDE ROW

Even though experts have claimed that pesticides have nothing to do with high prevalence of cancer in the Malwa region, Health Minister Madan Mohan Mittal said he was of the opinion that pesticides could be responsible for the high prevalence of cancer in the region.

## b) Water Crisis in Punjab

### PILOT USECASE - MUKTSAR WATER AND SOIL CRISIS

Muktsar district has no river and is covered extensively by the canal network of Sirhind feeder canal to meet the irrigation and drinking water needs of the people. There are some drains which flow during heavy rains and serve as natural drainage. Muktsar is one of the worst-affected districts with cancer and hepatitis-C. There are 234 villages in the district each having one or more ponds, in which local village wastewater gets accumulated and kept untreated. These ponds have become a source of vector borne disease and heaven for mosquitos colonies. Untreated pond water seeps into the underground aquifer and make the underground water also contaminated. And over a period of time , seepage also gets stopped and water starts to decay further.



The district has four blocks - Sri Muktsar Sahib, Malout, Lambi and Kot Bhai at Gidderbaha.



The shallow ground water of the district is alkaline in nature and is moderate to highly saline. The three-fourth ground water of the district area is unsuitable for drinking as well as for domestic purposes and has salinity and sodium hazards for the irrigation purpose also. Other major reason of disease and contamination - Reportedly, farmers in this region use 15 different pesticide sprays and the unregulated and excessive use of chemical fertilisers and pesticides have resulted in farmers and their families living in a cesspool of toxicity.

Source: -<https://www.businessinsider.in/the-shocking-tale-of-indias-cancer-train/articleshow/52690219.cms>

Water, Soil and Air are the main 3 sources of life for all living beings (Human/Animal/Plants) to survive and to be healthy. If we drink/store contaminated water and have unhealthy irrigation practices, then it would result in one or the other disease in due course of time.

### c) **12 Baj Gaye**

In India, humour is incomplete without a Sardar joke. Be it dinner table conversations or comedy shows on television, we just don't seem to get enough of them. And, what's even worse, we leave no opportunity to reduce any Sikh we know to a mere joke. It's time we tell you how the '12 baje gaye' phrase got associated with the Sikhs. If you've ever cracked Sardar jokes, you'll feel deeply embarrassed after watching this film.

*About the Movie:*

Today's generation has forgotten the sacrifices of Sikhs who had shed their blood to save the country and lives of the citizen of India, this story is a



reminder of those sacrifices. Moreover, it will clear the misunderstanding of people making fun of Sikhs when the clock hits 12.

Synopsis:

- The Irani and Afghani attackers coming from khaibar's line havoc first on Punjab, the border state of India.
- When the Afghan and Iranian rulers along with their huge army looted young girls and slaves with valuable treasures, gold, silver, diamonds and gems from India; then on their way back brave sikhs who were very few in numbers used to conduct guerrilla warfare at 12 o'clock in the night, saving the precious treasures of their country, girls and slaves while putting their own lives at stake.
- The Mughal soldiers were so afraid of the Sikhs that they started believing that they are not just human but some spiritual/divine power.
- Every night the Mughal soldiers used to get feared and asked, is it 12 o'clock? Are Sikhs coming?
- In this story the true story of the 12 o'clock through some characters will be delivered to the viewers.
- After watching this story we hope that people will understand the seriousness of 12 o'clock and will never make fun of any Sikhs over it.

Notification:

In the movie We will cover this true event through some fictional characters without using any event or incident which affects the glory of the History .



Our ultimate goal is to deliver the true story behind the 12 baj gaye . So the People who cracks the Jokes on Sikhs on the topic of 12 baj gaye (12 o'clock) could be understand the sacrifice of Sikhs for the country and the seriousness and sensitivity of this proud full story of Indian history.

Our content approach is to Promote causes through the social media, setting the theme and tonality to create a unique identity and platforms to be driven by storytelling.

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The short movies are released , distributed and showcased across the globe by means of YouTube , International Film Festivals Screening & Participation, Government bodies, Ministries, Education Institutes, Corporates and global bodies who promote international peace , harmony , human rights and social justice without any barrier of physical boundaries and remains accessible across in a timeless manner.

We would be putting our hard efforts to get permissions from concerned embassy's and authorities to have special screening of the movie in Prestigious Canada Parliament, White House USA, Australia Parliament, Royal Family's in Middle East, Gurdwaras and Schools across the globe to showcase the rich proud Sikh sacrifice and rich Dynasty.

All the projects in-house done by us would be promoted and distributed world wide with our strong distribution base in Singapore , Hong Kong ,



Canada , USA ,UK , Middle East etc. This would take the project to worldwide audience at a global platform.

Our Investing & CSR sponsoring partner will get an in-built movie branding for there contribution made towards the project. This would provide an opportunity to be associated with the prestigious Project and to take the brand to the international parliaments, embassy's and audience. For embassy's supporting the project will be an opportunity to promote , bond and strengthen cultural and arts ties among partnering countries. By making Short Movies on these projects, the commitment towards making a change for the betterment of the society, the beliefs and ideas you believe in would not only be spread across pan India but also internationally. To Indian and International corporate, PSU's or SOE's Internationally, Universities ,

Education Institutes , Embassy's , Ministries , leading Film festivals where participation is of International stature , you as a brand and your commitment towards a better and prosperous world to live In by believing in valuable and noble causes would be highlighted.

The budget for these movies would be utilised for casting , locations , scrips , engagement of technicians, crew , complete Pre & Post Production. Along with this not only screening and distribution through media & PR would be handled across but similar activities would also be carried out in international markets like Singapore, UK Hong Kong , Canada , USA , Europe etc. as Embassy's too being the engagement partners to promote social cause and through cinema would be warmly associated to promote these causes.

You can suggest which projects out of the above appeal you that can be taken up.





Further we are also open to an idea wherein if your team has specific objective / cause or concept in mind then jointly team can work with our creative team to develop a short movie project on the same specifically. We can also as an independent film maker can highlight what all initiatives you have successfully implanted which has improved and made a positive difference in the life of your specific constituency or on a broader citizen scale.

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We believe independent and impartial cinema has power to reach to heart and souls of those who believe in equality and harmony irrespective to which country, religion and culture they belong. Also the cause which is showcased in the movie will not only have a bigger audience to reach to domestic as well as international but it would also provide a continuous and transparent platform to anyone who want to support or needs support regularly and transparently thus providing a platform for right and authentic cause connect.

Our team will coordinate and closely work with your organisation and the filmmaking team will develop the project, do casting, write, direct and handle the execution of complete pre and post production of the project (which includes editing, music, sound and sub titling) etc. here in India.

Due credits will be given to the CSR donor organisation, Ministry or Honourable MP supporting & funding the cause along with creative team,



Project Mentor, film makers, the concept & content provider, writer/director, editor, music, sound, cinematographer etc. and all those whose efforts and contributions have gone in compiling and making this project a reality in the film and the promotions of the film.

For all motion picture, television, rights on making of novel , all print media rights, digital rights, theatre rights, web series and all other audiovisual works of all kinds, nature and description whatsoever, in all languages in and to the Property will be owned by Satkarm Vedic Gram.

**We look forward for your kind support, permissions, approvals, individuals , CSR / Ministry /MLA / MPLAD supported funds, coordination and inputs to bring to a larger audience through cinema the importance, key attributes of the issues and the solutions for them.**

Further Talent Shows to identify & nurture new talent, production of songs,shabads, kirtans, folk music & dance like boliyan, gidda, bhangra etc too would be revived and production for these too would be taken up.