



with Special Consultative Status at ECOSOC since 2013

**‘ZOOM-IN’  
ONLINE MENTORING  
For Idea Development of Documentary Film Projects  
under the aegis of FORMEDIA**

**The idea is to provide professional assistance towards writing a great proposal and making the film you want to. It helps to brainstorm, get the clutter out and zoom in to your real film.**

**Neelima Mathur, Trustee & Trainer, FORMEDIA, has worked as Executive Producer and Mentor to Indian and European documentary film-makers over several years.**

**Basic requirement to be emailed two weeks in advance:**

- Synopsis & Treatment + Name of Funder in India (maximum six pages)
- Synopsis & Treatment + Name of international funder (maximum six pages)
- Director’s previous work in bullet points (not more than two pages)
- Director’s Note about the film (not more than one page)
- Where the Director sees him/herself ahead (not more than one page)

**Note: Please comply with the requirements**

**System:**

After receiving above documents, One Round of interaction will be as follows:

1. Skype call for clarifications and understanding your goals
2. Detailed feedback on approach, treatment, narrative structure via email
3. Your response to the same via email
4. Second Skype call to nail down issues
5. Final feedback via email

Feedback will include:

- Breakdown of subject and film theme
- Throwing out what does not work cinematically or for the narrative
- Pushing the envelope for more elements
- Concretising sequences around the theme in context of film duration
- Marking the red line and developing a structure around it (if needed!)

**Registered Name: Foundation for Responsible Media  
Naukuchiatal, 263136 Nainital, Uttarakhand  
www.formedia.org.in; neelima.mathur@gmail.com; mathur.pramod@gmail.com;  
+91 989 7767 868; +91 98 915 94662; +91 5942 247010**

**Cost:**

Films targeted for Indian funding: One round as above: Rs. 7,500/-.

If you feel the need of an additional round of interaction: Total of Rs. 12,000/-.

Films targeted for International funding: One round as above: Rs. 10,000/-.

If you feel the need of an additional round of interaction: Total of Rs. 15,000/-.

**International film-makers planning to make a film in India / Southern Hemisphere:**

One Round of interaction: 400 Euros

If you feel the need of an additional round of interaction: Total of 700 Euros.

**In addition:**

Professional advice for your Shooting Plan:

1 Skype call and one feedback via email: Rs. 3,000/-

International film-makers filming in India: 300 Euros. (2 Skype calls – 2 emails)

Feedback will include:

- Identifying lacunae in cine research and working towards it
- Specific hints for shooting the particular film including for interviews
- Alerts for edit and sound issues for particular film

**Contact:**

neelima.mathur\_[at]\_gmail.com / +91 989 7767 868 / +91-5942 – 247010

**Formedia Bank Transfer Routing – INDIAN RUPEES:**

Account Name: Foundation for Responsible Media

Account Number: 000310 0023 7779

IMPS / NEFT IFSC: HDFC0000003

Bank Address:

209/214 Kailash Building,

26, K.G. Marg, New Delhi 110 001

**Formedia Bank Transfer Routing – EUROS:**

Account Name: Foundation for Responsible Media

Account Number: 0313 117 00000 23

CUSTOMER ID NO: 7220191

Bank Name: HDFC Bank Ltd

SWIFT CODE : HDFCINBB

Bank branch Address: H 69, Outer Circle Connaught Place New Delhi

Pin Code-110001, India

**DD/Cheque**

Payable to: Foundation for Responsible Media

**Postal Address:** Naukuchiatal, 263136 Nainital, Uttarakhand.

DISCLAIMER: Formedia reserves the right to accept proposals that demonstrate full potential for a documentary film project.

## **NEELIMA MATHUR**

### **Audiovisual Strategist / Trainer / Consultant / Mentor**

for

### **Development Communication, Social-issue Documentaries, NGO films, Media & Information Literacy**

Focus: Audiovisual projects on environment, health, literacy, women's issues, ethnic communities and culture in India and international media trainings & projects linked to southern hemisphere.

**Trustee & Trainer**, FORMEDIA, with Special Consultative Status at ECOSOC since 2013

## **EXPERTISE, METHODOLOGY & SKILLS**

### **Expertise:**

- Specialist Trainer in Media & Information Literacy based on guidelines of UNESCO – GAPMIL (Global Alliance for Partnerships in Media & Information Literacy)
- Lobbyist for international co-operation and collaboration to promote true diversity in global media including written interventions at United Nations Economic & Social Council (ECOSOC) - one specific intervention focused on Media & Information Literacy delivered for the attention of the Secretary General
- Full command on audiovisual requirements for development communication, documentaries, NGO films and PSA campaigns in India
- Forty years ground-level experience in rural, tribal, small town and large city areas across the entire sub-continent with concurrent experience of government and non-government operation systems (Exclusive network in marginalized regions of Northeast India and Uttarakhand)
- Executive Producer-Researcher-Writer-Interviewer for documentaries
- International Trainer for audiovisual non-fiction content creators on approach and implementation of appropriate narratives, storytelling techniques, visualization
- Mentor for international documentary film-making community for independent films and co-productions
- Promoter for building platforms that encourage new entrants in the documentary sector in India

### **Methodology:**

- Developing concepts on the basis of extensive and intensive interactions with all stakeholders in every project
- Incorporating high level of sensitivity for vulnerable, marginalized groups / communities / individuals and 'other culture' factors
- Exhaustive theoretical, academic and grass root research for all audiovisual projects
- Personalised and individualized non-formal approach in training and mentoring
- Creating and nurturing international networks for lobbying and building platforms

### **Skills:**

- Conducting intensive Media & Information Literacy face-to-face trainings
- Instilling bench-mark standards and ethics for audiovisual productions among film-makers
- Contextualising cultural background of film-makers with the nuances of the production area for audiovisual content
- Building the cause and case for under-represented regions and the documentary sector in the southern hemisphere
- Writing Concept Notes and Detailed Project Plans and international Calls for Proposals for audiovisual sector – including content and budget narratives and report writing
- Full knowledge of operating within official structures in India
- Pertinent and appropriate interviewing and writing for audiovisual content

## PROFESSIONAL STATUS AT A GLANCE:

- :: Researcher & Writer for SPOTFILMS 1973 onwards
- :: Post graduate Diploma in Journalism, New Delhi, 1972
- :: Post-graduation Diploma in Mass Communications, Germany, 1976
- :: BBC/British Council Script-writing Workshop, New Delhi 1978
- :: Accredited Special Correspondent, 1988 onwards
- :: Course and Workshop Co-ordinator, Foundation for Responsible Media
- :: Media Advisory Group, Indian Council for Research on Women, 2001
- :: Regular Trainer and mentor, ESODOC-ZeLIG, Italy 2004 -7, 2009 - 11
- :: Project Manager, India, MEDIAIDS, an EU-India HIV/AIDS media project, 2004-7
- :: Co-ordinator, STEPS India, international initiative for Indian documentary 2004-9
- :: Core team, STEPS International WhyDemocracy short films-India & Nepal, 2007-8
- :: Project Director, 'Tell It Better', for NGO film-makers, with VIKES, Finland 2008
- :: Head of Studies, LINCT, an European Union MEDIA International project, 2009
- :: Trainer, ESoDoc India, European Union MEDIA International project, 2010
- :: Trainer, ESoDoc International, European Union Media Mundus programme, 2011
- :: Jury Member & Trainer, Kenya International Film Festival, 2012
- :: Jury Member, DOK Leipzig, Germany, 2013
- :: Trainer, Film Africa Documentary Festival, Nairobi, 2013
- :: Curator & Organiser, Lakeside Doc Festival, Uttarakhand, India, 2013 onwards
- :: Trainer, UNESCO-led Media & Information Literacy (MIL) Trainings, India, 2014-15  
(in association with Uttarakhand Open University)
- :: Trainer, KAICIID/SDS MIL Training for Religious Leaders, New Delhi, 2014
- :: Trainer, KAICIID/SDS MIL Training for Young Religious Leaders, New Delhi, 2016
- :: Input associate, MIL Curriculum, Uttarakhand Open University, 2017
- :: Unit Writer, MIL Programme, Indira Gandhi National Open University, 2018

## WEBSITE LINKS:

- Training projects and collaborations: [www.formedia.org.in](http://www.formedia.org.in)
- Audiovisual productions: [www.spotfilms.net](http://www.spotfilms.net)
- **For better viewing, kindly visit:**  
<http://vimeo.com/user6185130>; <http://www.youtube.com/user/SPOTFILMS>

## DETAILS:

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