

Day - 3 | March 7, 2024

LEAP: Leveraging Education to Accelerate Progress

Hotel Westin, Powai Lake, Mumbai

Day - 3 March 7, 2024	
Main Ballroom 1&2	
<p>7 March 1030 – 1115 Hrs (IST)</p>	<p>Inaugural Session - LEAPing into the future Crafting a dynamic landscape for M&E Education</p> <p>Welcome Address: Mr. S K Pathak, Secretary General, FICCI</p> <p>Industry Address: Shri Subhash Ghai, Renowned Filmmaker & Educationist and Founder & Chairman, Whistling Woods International (WWI)</p> <p>Keynote Address: Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, Govt of India</p> <p>Inaugural address: Shri Deepak Vasant Kesarkar, Hon'ble Minister, School Education, Marathi Bhasha, Govt of Maharashtra</p> <p>On the Dais: Ms. Hande Ercel, Turkish Actress</p> <p>Vote of Thanks: Dr. Ashish Kulkarni, Chair, FICCI AVGC-XR Forum and Founder, Punnaryug</p>
Main Ballroom 1&2	
<p>7 March 1130 - 1200 Hrs (IST)</p>	<p>From Bollywood to Turkish Drama: Acting across Borders</p> <p>Fireside Chat</p> <p>Ms. Hande Ercel, Turkish Actress Mr. Ayushmann Khurrana, Indian Actor and Singer Ms. Kushboo Sundar, Renowned Film Personality</p> <p>With</p> <p>Ms. Delshad Irani, Editor, Storyboard18 - Network18 Media Group</p>

Ballroom 3	
<p>7 March 1115 - 1200 Hrs (IST)</p>	<p>Nurturing Skills in a Changing Media & Entertainment Landscape</p> <p>With the democratization of content creation tools and platforms, traditional paradigms are being challenged, necessitating a re-evaluation of pedagogical approaches. A key focus of the session will be the future of entertainment education in the era of new-age content creators. What are strategies for empowering the next generation of professionals, fostering creativity, and embracing innovation?</p> <p>Moderator: Mr. Aashish Singh, Producer</p> <p>Panelists: Ms Aditi Srivastava, Co-Founder, MD & CEO at Pocket Aces Mr. Himansu Sekhar Khatua, Director, Satyajit Ray Film and Television Institute (SRFTI) Mr. Chittaranjan Tripathy, Director, National School of Drama (NSD) Dr. Nimish Rustagi, Additional Director General, Indian Institute of Mass Communication (IIMC) Mr. Diwakar Gandhi, Co-Founder & Co-CEO, Centre for Entertainment Arts, Vancouver</p>
Powai 1&2	
<p>7 March 1115 - 1230 Hrs</p>	<p>Revolutionizing Storytelling: The Rise of Visual Effects in Films</p> <p>Session to discuss the integration of real-time visual effects, virtual sets, and immersive environments in the production pipeline. Showcase case studies of successful projects that utilized these technologies, highlighting the creative and technical advancements in the M&E industry. Address challenges, opportunities, and the future outlook of XR in Visual Effects.</p> <p>Moderator: Mr. Biren Ghose, Managing Director, Asia-Pacific, Technicolor Creative Studios</p> <p>Panelist: Mr Merzin Tavaría, Co-Founder & President - Global Production & Operations at DNEG Mr Arpan Gaglani, Managing Director, PHILM CGI Mr Akhauri P Sinha, Managing Director, Framestore India Mr Naveen Paul, Founder & Creative Head- NY VFXWAALA Mr Bejoy Arputharaj, Founder & CEO & VFX Supervisor, Phantom-FX</p>
Ballroom 1&2	
<p>7 March 1230 - 1315 hrs</p>	<p>The Talent Pipeline: How HRs Navigate Industry's Demands for M&E Professionals</p> <p>Delving into the pressing issue of the demand-supply gap, what are the strategic HR interventions to bridge this disparity, emphasizing the importance of proactive talent development initiatives. Exploring the mutual aspirations of HR professionals and the</p>

	<p>industry at large for perspectives on fostering a symbiotic relationship between talent acquisition and organizational goals.</p> <p>Moderator: Mr. Shekhar Halder, Chief Business Officer, Internshala</p> <p>Ms. Smita Puranesh, Chief Human Resources Officer & People Head, Viacom18 Dr. Delna Dhamodiwala, Global Head of HR, DNEG Mr. Unmesh Pawar, Chief People Officer- South Asia, Dentsu Ms. Shilpa Awasthi, Associate Vice President – HR IN10 Media Network ETV</p>
Ballroom 3	
<p>7 March 1200 - 1315 hrs</p>	<p>Making sense of the Animal Phenomenon</p> <p>Seldom has a film created the kind of acrimonious polarization as has Animal. And before that, Kabir Singh. The roaring success indicates that it has been loved and enjoyed by the audience. But there is a sizable number of commentators (including screenwriters) who fear that these are dangerous manipulative films which glorify toxic masculinity and legitimate personal violence which could impact young people adversely.</p> <p>Voices have generally been so strident that it's time to have a calm discussion on this phenomenon that could yield insights which helps understand the reasons for the films' success. And its implications for cinema and society.</p> <p>Moderator: Mr. Anjum Rajabali, Screenwriter, Head of Screenwriting at Whistling Woods</p> <p>Panelists:</p> <p>Ms. Pooja Kohli, Producer (Producer, Delhi Crime) Ms. Gazal Dhaliwal, Screenwriter Mr. Komal Nahta, Film Critic, Editor of Film Information Mr. Hitesh Kewalya, Screenwriter, Director (Known for writing: Shubh Mangal Saavdhan) Mr. Saurabh Gupta, Director, Screenwriter (Dialogue Writer of Animal)</p>
Powai 1&2	
<p>7 March 1215 - 1315 Hrs</p>	<p>State-led Innovations in Media & Entertainment workforce development</p> <p>Insightful discussion and case studies by the state government representatives to showcase their proactive measures aimed at fostering a skilled workforce in key areas of media production, content creation, digital media, animation, gaming, and more. From incentivizing training programs to establishing state-of-the-art skill development centers, the discussion will explore the diverse range of initiatives aimed at empowering aspiring professionals and promoting entrepreneurship in the M&E domain.</p> <p>Shri Anil Shrawan Sonawane, Additional CEO, Maharashtra State Skill Development Society*</p>

	<p>Mr. Shrikant Sinha, CEO, Telangana Academy for Skill & Knowledge (TASK)</p> <p>Mr. P.V. Unnikrishnan, Secretary, Kerala Development and Innovation Strategic Council (K-DISC)</p> <p>Mr. B. S. Srinivas, Convenor & Director-Special Projects, Association of Bangalore Animation Industry (ABAI), Karnataka</p> <p>Moderator: Mr. Munjal Shroff, Co-Chair, FICCI AVGC-XR Forum and Director & COO, Graphiti Studios</p>
<p>7 March 1315 - 1415</p>	<p>LUNCH</p>
	<p>Main Ballroom 1&2</p>
<p>7 March 1415 - 1505</p>	<p>Building Automation-Proof Skills for the Entertainment Industry</p> <p>The conversation will focus on a very immediate and pertinent topic i.e., what functions and roles will be replaced by Artificial Intelligence (AI) and therefore what we as human professionals will do in those areas (music, production, post production, script writing etc) and thus the required new skill sets.</p> <p>Moderator: Mr Samyak Chakrabarty, Founder and Managing Director, Workverse</p> <p>Panelist:</p> <p>Ms. Shreshtha Gupta, Executive Vice President IT and Digital NSDC and Director & CTO, NSDC International</p> <p>Mr. Rohit Jugraj, Director & Producer (Known for Chamak, Sardarji)</p> <p>Mr. Kabeer Kathpalia, OAFF, Music Director, Composer & Producer (Known for Gehraiyaan, Kho Gaye Hum Kahan)</p> <p>Mr. Abhishek Mohan Gupta, Promoter & Pro Chancellor, Jagran Lakecity University</p>
	<p>Ballroom 3</p>
<p>7 March 1415 - 1515</p>	<p>Screenwriting: An Introduction to its Art & Craft</p> <p>Masterclass by: Mr. Anjum Rajabali (Screenwriter, Head of Screenwriting at Whistling Woods) Anjum Rajabali is a prominent Indian screenwriter known for his impactful storytelling and thought-provoking narratives in Hindi cinema. With a career spanning over three decades, Rajabali has penned scripts that have resonated with audiences across India.</p> <p>Rajabali's masterclass on screenwriting promises to be an enriching experience for aspiring writers. Drawing from his wealth of experience, he is sure to impart invaluable knowledge on crafting compelling stories, developing characters, and navigating the intricacies of the film industry.</p>
	<p>Main Ballroom 1&2</p>

<p>7 March 1500 - 1600 hrs</p>	<p>The Creative Maestro: Mastering the Art of Visual Storytelling (Masterclass)</p> <p>Masterclass by Mr. Bharatbala, Indian film director and screenwriter renowned for his innovative storytelling and breathtaking cinematography.</p> <p>With a visionary approach to filmmaking, he has left an indelible mark on the Indian cinema landscape, captivating audiences with his unique blend of artistry and storytelling prowess. With a keen eye for detail and a passion for visual storytelling, he has captivated audiences worldwide. Now, he brings his expertise to a masterclass on cinematography, where he will share his insights and techniques, inspiring the aspiring filmmakers to harness the power of imagery and storytelling in their own work.</p>
<p>Ballroom 3</p>	
<p>7 March 1500 - 1615 hrs</p>	<p>From Informal to Formal: Structuring Education for Success in M&E Industry</p> <p>In an industry evolving at breakneck speed, the demand for skilled professionals is higher than ever. Discover how education can adapt to these changes by integrating real-world skills into formal learning environments. Engage in discussions on transforming informal learning paths into structured education programs and explore how academia can proactively meet industry demands.</p> <p>Moderator: Mr. Mohit Soni, CEO, MESC</p> <p>Dr. Raj Singh, Vice Chancellor, Jain SoDMCA (Deemed-to-be University) Ms Mabelle Sawaqed, COO, Centre for Entertainment Arts, Vancouver Dr. Vidya Yeravdekar, Pro Chancellor, Symbiosis International University Dr. Manish Kothari, President & Managing Director, ISBR Institutions Dr. Padma Rani, Director, Manipal Institute of Communication, Manipal Academy of Higher Education. Prof. Piyush Roy, Founding Dean, School of Film, Media and Creative Arts, RV University Bengaluru Dr. Ajay Bhushan, Vice Chancellor, Scope Global Skills (SGS) University</p>
<p>Main Ballroom 1&2</p>	
<p>March 7 1600 - 1645 hrs</p>	<p>From Idea to Empire: The Creator's Blueprint to Harnessing the Digital Video Potential</p> <p>Our panel of YouTube powerhouses share how they've transformed their passions into professions, transforming raw ideas into captivating digital video and building a lasting presence on YouTube. Meet some of YouTube's most popular creators from diverse genres and share their blueprints for success.</p> <p>Moderator: Ms. Niharika Pande, Head, Creator Partnerships, YouTube India</p> <p>Panelists:</p>

	<p>Ms Paula McGlynn, CEO and Co-Founder of BhaDiPa Ms Mridul Sharma, Fashion, Lifestyle and Travel Creator Mr Mythpat aka Mithilesh Patankar, Gaming YouTube Creator Mr Sanjyot Keer, Chef and YouTube Creator at Your Food Lab</p>
	Powai 1&2
<p>7 March 1600 – 1645 hrs</p>	<p>Immersive Narratives: India's Adoption of the Virtual Production workflow</p> <p>In the rapidly evolving landscape of entertainment, Virtual Production has emerged as a transformative force, redefining traditional filmmaking methodologies. This panel delves into the immersive realm of storytelling, focusing on India's embrace of the Virtual Production workflow.</p> <p>From navigating virtual environments to harnessing cutting-edge tools, our panelists explore how this revolutionary approach transcends geographical boundaries, enabling storytellers to craft captivating narratives with unprecedented visual fidelity.</p> <p>Moderator: Mr. Chaitanya Chinchlikar, CTO, Whistling Woods International</p> <p>Mr. CV Rao, CTO, Annapurna Studios Mr. Parth Shah, Creative Supervisor, Virtual Production, DNEG Mr. Manoj Paramahamsa, Cinematographer Mr. Vivek Kandasamy, Founder, Film Engineers Mr. Gaurav Gupta, Co-founder & CEO, FutureWorks VFX Mr. Yunus Bukhari, CEO, K SERA SERA Virtual Productions</p>
	Main Ballroom 1&2
<p>7 March 1700 – 1745 hrs</p>	<p>“Sapne Vs Everyone: India’s latest show to be in IMDb Global Top 250 “</p> <p>Moderator: Mr Ambesh Tiwari, TV Head of IP Audio and Studio Business, Ex-Star and Zee</p> <p>Mr. Amrish Verma, Actor and creator of Sapne Vs Everyone Mr. Paramvir Singh Cheema, Actor Mr. Jeet Marwadi, Founder and Managing Director, 1 Finance Mr. Vijay Koshy, President, The Viral Fever</p>
	Ballroom 3
<p>7 March 1645 - 1715 Hrs</p>	<p>Democratizing Technology in the AVGC-XR Sector: Taking India Global</p> <p>India has the opportunity to become a global leader in Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) technology, but faces significant barriers like high costs and reliance on foreign technology. To overcome these challenges, focusing on creating India-centric content, making technology more affordable, and investing in local research and</p>



FICCI FRAMES 2024

5-7 March | Westin, Powai Lake, Mumbai

Theme: Reflections. Realities. Road Ahead



development are crucial. Collaboration between industry, government, and academia is necessary to realize the sector's potential, which could reach \$26.5 billion by 2030. By addressing these challenges and promoting innovation, India can unlock its creative potential and secure a prominent position in the global AVGC-XR market.

Moderator: Mr. Shравan Shetty, Managing Director, Primus Partners

Panelists:

Ms. Kanchan Bhalla, Strategic Initiatives, Lead for Channels- Govt, Autodesk

Mr. Guru Vaidya, Digital Media Solutions Leaders, ADOBE

Mr. Manohar Hotchandani, Director for Reality Labs Partnerships, AI Partnerships, Payments and Business Development, META

Mr. Ravi Velhal, Technology, Policy & Standards - Intel Research

Mr. RK Chand, Executive Director, The Mill India