

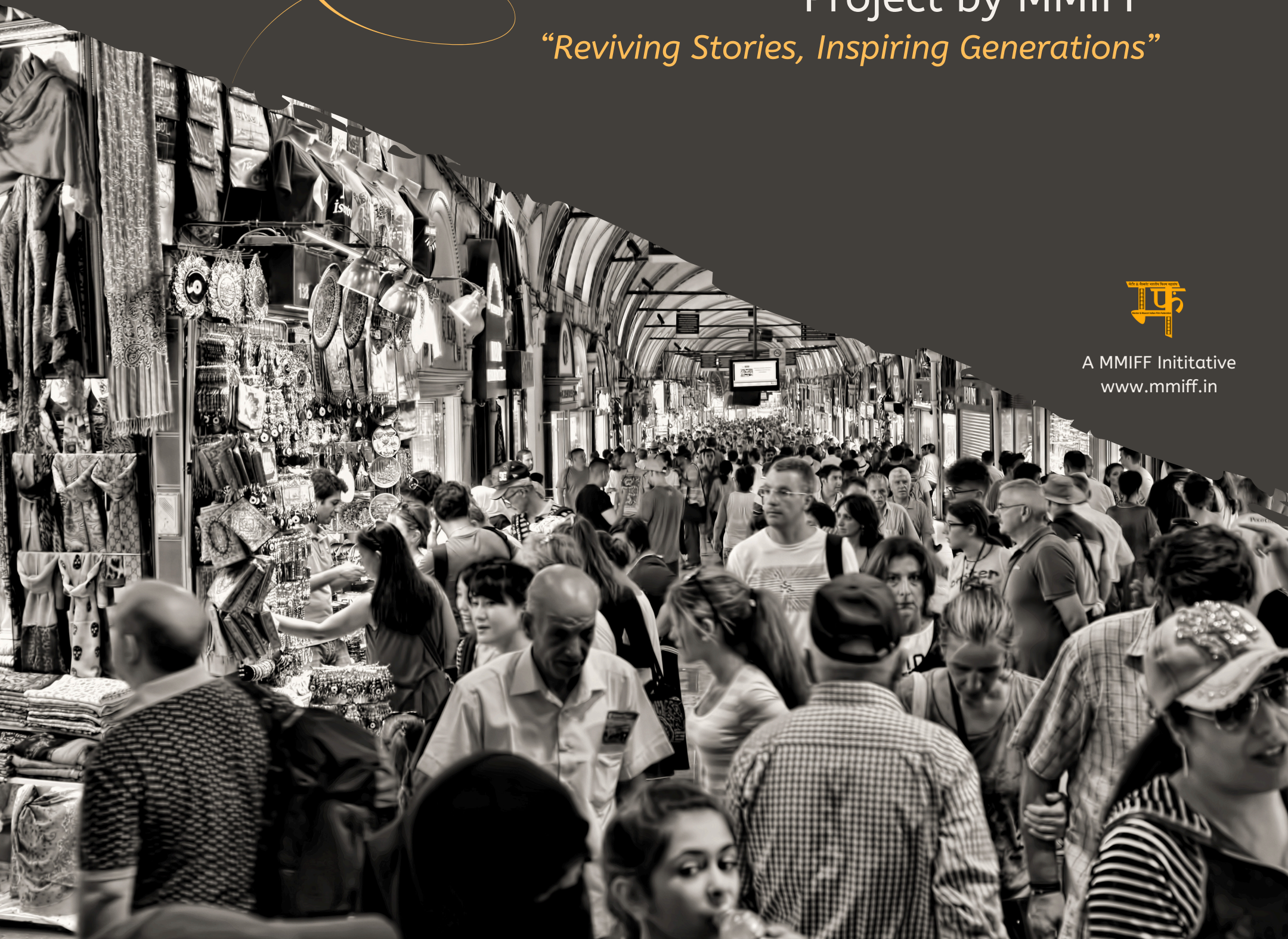
Cine - Sanskriti

Project by MMIFF

"Reviving Stories, Inspiring Generations"



A MMIFF Initiative
www.mmiff.in





About Project:

Cine - Sanskriti

The **Cine-Sanskriti** Project: "Reviving Stories, Inspiring Generations" is a transformative movement dedicated to breathing new life into India's lost artistic traditions. By reviving forgotten forms of art, music, dance, theater, and cultural storytelling, this initiative aims to reconnect communities with their artistic roots.

It seeks to restore, document, and celebrate India's diverse cultural heritage through modern cinematic techniques and technological integration, ensuring that these invaluable traditions continue to inspire future generations.



The *Cine-Sanskriti* project is more than just a movement — it is a cultural revival dedicated to restoring and reintroducing India's rich artistic legacy to a modern audience, ensuring that its timeless traditions continue to thrive and evolve.

Objectives of the Initiative:

A. Short Film & Documentary Development:

- Support New Filmmakers: Provide funding for independent and emerging filmmakers to create socially impactful films.
- Encourage Regional & Indigenous Cinema: Promote India's diverse linguistic and storytelling traditions.
- Screenplay Incubation & Grants: Offer grants for scripts focused on education, sustainability, history, and cultural themes.

B. Cultural Preservation

- Restore & Digitize Old Films: Preserve Indian cinema's history by digitizing classic and lost films.
- Documentaries on Folk Art & Heritage: Fund projects that showcase dying art forms, folk traditions, and historical events.
- Storytelling for SDGs: Use cinema to raise awareness on Sustainable Development Goals (SDGs), including climate change, gender equality, and rural development.



CSR Contributions by Corporates & Institutions:

Under Section 135 of the Companies Act, 2013, companies with a net worth of ₹500 crore+ or profits of ₹5 crore+ must spend at least 2% of their net profit on CSR. CineSanskriti Initiative Projects qualify under categories such as:

A. Education & Awareness (Schedule VII of CSR Rules)

- Funding films that educate on social issues, financial literacy, digital empowerment, and environmental awareness.

B. Protection of National Heritage, Art & Culture

- Supporting film archiving, restoration, folk storytelling projects, and historical documentaries.

C. Skill Development & Employment in the Film Industry

- Investing in training young filmmakers, writers, and technicians from underprivileged backgrounds.

Implementation & Monetization Model:

A. MMIFF-CSR Film Grants

- Corporates fund specific projects (feature films, short films, web series, or documentaries).
- MMIFF provides execution support through its network of filmmakers.
- Corporate branding & visibility in films, festivals, and promotions.

B. MMIFF Film Fellowship Program

- Corporates fund scholarships for young storytellers, supporting their film education & training.



Benefits for Corporates & Institutions: ROI & Branding Benefits

A. Corporate Return on Investment (ROI)

- Enhanced Brand Reputation: Align with a high-impact cultural initiative, strengthening brand credibility and goodwill.
- Strategic Audience Engagement: Connect with a culturally conscious audience through film screenings, festivals, and digital media.
- Long-Term Visibility: Corporate names and logos prominently featured in films, press releases, and promotional events.
- Exclusive Networking Opportunities: Access to high-profile events, networking collaborations, and industry partnerships.

B. Branding Benefits for Corporates

- Title & Associate Sponsorships: Branding as a presenting partner in films, digital platforms, and live events.
- Product Placement & Thematic Integration: Seamless integration of corporate values and products into storytelling.
- Employee Participation & Engagement: Employees can take part in filmmaking workshops, screenings, and creative projects.
- Measurable Social Impact Reports: MMIFF provides detailed impact reports on how corporate participation benefits cultural preservation.

The **Cine - Sanskriti** Project aim to merge cinema with cultural preservation, fostering impactful storytelling while securing vital corporate and institutional support for India's rich cinematic and artistic legacy.



Financial Structure: Budget Allocation for Projects (Estimated ₹2 Crore Total Budget)

- Film Production & Development: ₹1 crore (50% of total funding allocation)
- Cultural Preservation & Archiving: ₹40 lakh (20% dedicated to digitization and restoration of heritage projects)
- Training & Fellowship Programs: ₹40 lakh (20% allocated for mentorship, scholarships, and skill-building)
- Marketing & Promotions: ₹10 lakh (5% assigned for projects distribution, festival participation, and brand visibility)
- Administrative & Operational Costs: ₹10 lakh (5% to support project execution and management)

Thank You

We extend our deepest gratitude to all the visionaries, corporates, institutions, and cultural enthusiasts who share our passion for reviving lost art forms and fostering impactful storytelling. Your support enables us to keep our heritage alive and inspire future generations through the power of cinema. Together, we can create a lasting impact and preserve the rich artistic legacy of India.

For more information:

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