



MAIDAN

In 2007

Tribal kids from Orissa had the opportunity to participate in an international Rugby competition.



BUT...

RUGBY was an alien game to the
ORISSA Tribal kids.

They had
NEVER HEARD OF IT. NEVER SEEN IT.

Nevertheless...

They **TRAINED** for it.



Dedicated practice for 3 months

Most of the kids were from the tribal belt of Orissa.

No passports.
No birth certificates.

Against all odds...

The team finally made it to
England for the U-14 Rugby Tournament.



More factors were against them than for them

- Never played in shoes before
- Sheer size of the opponents
- No competitive experience
- Unsuitable weather conditions
- Never travelled outside their villages

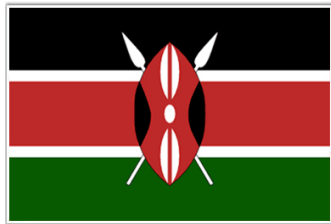
AND YET...

To everyone's astonishment...

The tiny tribal boys from Orissa ran rings around all their opponents.

They defeated

KENYA



CAMBODIA



RWANDA



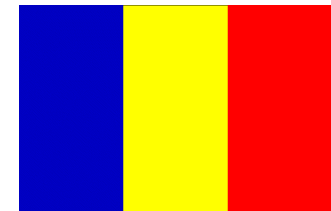
SWAZILAND



KAZAKHSTAN



ROMANIA



They defeated SOUTH AFRICA in the finals.

They brought home the Championship cup!



HOW IS IT that Tribal kids who had **NEVER** seen a Rugby ball till 3 months before the tournament **WON** the championship?

The **search** led me to...



Paul, Tudu and Zaffar of **THE JUNGLE CROWS**



PAUL WALSH

An ex British Diplomat,
Founder of the Kolkata
based Rugby team
‘The Jungle Crows’

Mentor to Tudu and Zaffar

Nurtured them from two
Local Enthusiasts to
India Players



TUDU, 23

A Santhal tribal from the insurgency ridden district of Bankhura, West Bengal

Studied and played Rugby for 3 years in England

On a mission to bring Rugby to every child in the conflict ridden states of Orissa, Jharkhand and West Bengal.



ZAFFAR, 26

An Afghan living in Kolkata

From a family of moneylenders
now studying at
Cardiff University, Wales.

Coach of the first Rugby team
of Afghanistan.

On a mission to train the
Afghan team to international
standards.

MAIDAAN is a story of

Two young men, a Santhal tribal and an Afghan who bring opportunity in their conflict - ridden native lands through a relatively unknown sport Rugby.



**It's a film about the passionate journey of Tudu and Zaffar –
From mere local enthusiasts to inspiring leaders of their native lands**



MAIDAAN - an Urdu word



Literally meaning
arena or playing field.



Metaphorically, it means the
space to prove one's potential

Why this story needs to be told?

Tudu and Zaffar
have a sense of pursuit that is rare to find.

They are leaders in the making.

They are young inspirations who tell the
eternally relevant story of
Opportunity, Hope and Liberation.

Maidaan is a story of
'Inspiration through Passion' like...



WHEN WE WERE KINGS

A film about Mohammed Ali – a great fighter and leader for African people all over the world.



FIRE IN BABYLON

A film about the rise of the West Indian Cricket team who through the game inspired a generation to emerge from racial discrimination.

ABOUT US

- **Kavita Carneiro – Director & Producer**

- Won the CNBC TV18 Excellence in Documentary Filmmaking Award for MOM N DAD her Diploma Film for the Social Communications Media, Sophia Polytechnic, Mumbai. Also a Special Mention for the Best Student Documentary at the 2007 Signs Film Festival in Trivandrum
- Worked for 4 years as an Assistant Director in Creative conceptualization and production for ads, music videos and feature films at BharatBala Productions.
- Chief Assistant to Bharatbala, Creative Director of 2010 Delhi Commonwealth Games Opening Ceremony.

- **Manas Malhotra - Producer**

- Has 10 years experience in film development, production, marketing and distribution
- Worked as Production Consultant at Fox Star Studios (India)
- Worked on marketing campaign of Aamir Khan's "Mangal Pandey"
- Worked as Executive Producer (with Bharatbala Productions) on several TV Commercials and Music Videos
- Part of core team that started a film festival in Los Angeles (Indian Film Festival of Los Angeles), now in its 10th year
- Started a Film Club in Mumbai and executed one of the first ever Screen Writing Labs in India, along with Mumbai Mantra (part of the Mahindra group)
- Distributing highly acclaimed sports documentary Fire in Babylon in South Asian region (India, Pakistan, Bangladesh, Sri Lanka and Nepal)

The journey so far...

- Kavita has been working on *Maidaan* since June 2011.
- She has filmed for over 40 days with Tudu and Zaffar.
- The entire research, development and filming has been done by her.
- Kolkata - where the Jungle Crows are based and Dhengeham – Tudu's village, and Tatanagar, Jharkhand are the locations that have been filmed till now.
- Given the nature of the film and characters, she plans to do the remaining filming by herself as well. The characters have developed a comfort level with her, which will help get the best moments for the film.
- So far the film has been funded by Kavita.

Appreciation for the Film

- In January 2012, *Maidaan* was selected for DOCEDGE -The Asian Pitching Forum for Documentary in Kolkata. It was very well received by the international board of mentors and advisors. International commissioning editors from BBC, Tribeca, SVT (Sweden) and ARTE, France have expressed their interest in the film. *Maidaan* received the Best Trailer prize at DOCEDGE.
- “I was amazed by the professionalism of the trailer and project treatment by this first-time filmmaker, and the scale of the project – it connects the Indian backcountry to comfortable middleclass London and war-torn Afghanistan through attractive characters who are passionate and genuine. It has the potential to become an important film about contemporary global reality, and about how to live earnestly against all odds.”
- Fujioka Asako, Director, Yamagata International Documentary Film Festival, JAPAN

THE PLAN AHEAD...

- Over the next 1.5/2 years the *Maidaan* will be filmed in locations as varied as London, Afghanistan, Kolkata/Jharkhand, West Bengal, Orissa and an additional country where Afghanistan team will be participating in an international tournament.
- Post filming a rough cut will be put together and will be shown to festival programmers at the leading film festivals.
- This will be followed by completion of the post production process, after which the film will be ready for screenings at festivals across the world.

THE PLAN AHEAD...2012

April 2012 to December 2012: Filming

- Zaffar in Afghanistan while he trains the Afghan Rugby Team for their first international tournament.
- Zaffar and the Afghan Rugby team playing their exhibition match in Dubai at the Asian 5 Nations.
- Tudu in Eastern India as he leads his band of boys in his grassroots mission of bringing Rugby to the Naxalite Belt (insurgency ridden region).
- Tudu and Zaffar's lives in England. Particularly emphasizing on Tudu's contrasting life in England.
- Queen's Rugby 7's tournament where the Zaffar's Afghan team and Tudu's 'Rugby Uncle' team in the UK will be playing.
- Tudu and Zaffar when they return to Calcutta.

THE PLAN AHEAD...2013 - 14

– January & February 2013:

- Work on a 20 minute edit which gives a better idea about the film story and structure
- Apply for the next round of grants

– March - October 2013:

- Rugby Season resumes. Filming the next leg of Tudu and Zaffar's mission

– November & December 2013:

- Work on the Rough Cut of the Film.

– January 2014:

- Complete post production (including music) and start sending *Maidaan* to festivals across the world

THE BUDGET: INR 59,95,000 (USD 119,900)

The 2 year filming period is spread over 4 countries. This is what the money will be used towards:

- Camera Equipment and accessories
- Sound equipment and accessories
- International & Domestic travel and ground transportation
- International & Domestic Food and Lodging
- Music Composition and Production
- Picture & Sound Post Production
- Crew Fees & Talent Fees (We would like to pay Tudu, Zaffar Paul and the Jungle Crows for their time)
- Licensing & Clearances (of video and audio used in the film)
- Other production expenses (Stationery & Communication; Website, Insurance, Legal and Bank Fees etc.)

75% of the Budget will be raised through

GRANTS

Gucci Tribeca Fund, Sundance, Asian Pitch, Cinereach, ITVS, Jan Vrijman, Puma, Just Films etc.

BROADCAST CHANNELS

BBC (UK) NHK (Japan) SVT (Sweden), Al Jazeera (Middle East) ARTE (France) YLE TV2 (Finland) etc

BUT the above fund sources become possibilities only once we have a 20 minute edit of the film ready.

As a result the initial phase of production has to be either self funded or crowd funded

Tudu and Zaffar believe in making their

Dreams into realities

So do we

What we need is your

SUPPORT

Support can come in various forms and sizes

MONETARY

IN KIND

(sponsorship of camera, sound equipment, flights,
Travel and living expense etc.)

SHARING THE PRESENTATION

with friends/family that might be keen on monetary / in
kind support

Support Categories & Associate Benefits

- Less than INR 5,000 (US\$ 100)
 - Credit in film
 - Credit on website
- Above INR 5,000 to INR 50,000 (Above US\$ 100 to 1,000)
 - Credit in film
 - Credit on website
 - A specially created *'Maidaan'* gift
- Above INR 50,000 to INR 2 Lacs (Above US\$ 1,000 to 4000)
 - Credit in Film
 - Credit on website
 - A specially created *'Maidaan'* gift
 - Signed DVD copy of the film before official DVD release.
 - Signed Poster of *'Maidaan'*
 - Rugby Ball signed by Tudu and Zaffar
- Above INR 2 Lacs (Above US\$ 4000)
 - Credit in Film
 - Credit on website
 - A specially created *'Maidaan'* gift
 - Signed DVD copy of the film before official DVD release.
 - Signed Poster of *'Maidaan'*
 - Rugby Ball signed by Tudu and Zaffar
 - A specially created DVD with Tudu and Zaffar on the game of Rugby

Bank Details – Domestic Transfers

Beneficiary Name: FOCUS THEORY WORKS

Bank Ac No: 6332000006843

IFSC Code: HDFC0000633

Bank Ac Type: Current

Bank Name: HDFC Bank LTD

Bank Branch Code: 0633

Bank Branch Address: 934, Rajveer Complex,
Near Quarter Gate Chowk - Pune – 411002

Bank Details – International Transfers

Beneficiary Name: FOCUS THEORY WORKS

Bank Ac No: 6332000006843

IFSC Code: HDFC0000633

Swift Code: HDFCINBB

Bank Ac Type: Current

Bank Name: HDFC Bank LTD

Bank Branch Code: 0633

Bank Branch Address: 934, Rajveer Complex,
Near Quarter Gate Chowk - Pune – 411002

Contact

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Thank You for your Time!