

## 4th edition of Creative Minds of Tomorrow inaugurated at IFFI, Goa

Demystifying the Creative Process is important to provide a platform for young voices: Prasoon Joshi

CMOT offers a unique opportunity for young creators to showcase their skills and collaborate across diverse fields: Sanjay Jaju

#IFFIWood, 21 November 2024

The 4<sup>th</sup> edition of *Creative Minds of Tomorrow* (CMOT) was inaugurated today at the 55<sup>th</sup> International Film Festival of India (IFFI), marking a significant milestone in India's journey towards nurturing and empowering the next generation of filmmakers. The CMOT initiative, launched under the auspices of *Azadi Ka Amrit Mahotsav* by the Ministry of Information and Broadcasting, is rapidly gaining recognition as one of the country's foremost platforms for emerging talent in the media and entertainment industry.

In his inaugural address, **Sanjay Jaju**, Secretary, Ministry of Information and Broadcasting, highlighted the expanded scope of CMOT this year, with 100 promising young talents selected from across 13 filmmaking crafts, up from 75 participants in 10 disciplines last year. "This year, CMOT offers a unique opportunity for young creators to showcase their skills and collaborate across diverse fields. It marks a stepping stone towards *Film Bazaar*, which will open new doors for global collaboration and growth," he remarked.

He also spoke about the upcoming *World Audio Visual & Entertainment Summit (WAVES)*, scheduled for February 2025, which aims to strengthen India's position in the global media landscape. "I encourage you to engage in the *Create in India Challenge - Season 1 (CIC)*, which will serve as a launchpad for more international exposure."

**Neerja Sekhar**, Special Secretary, Ministry of Information and Broadcasting, expressed her pride in CMOT's steady growth. "Over the past four years, CMOT has transformed into an aspirational platform for young filmmakers. This year, we are proud to promote 13 different crafts, a reflection of the program's expansion and the growing enthusiasm among India's youth for creative careers," she said, emphasizing the critical role the initiative plays in driving economic growth and creative innovation in the country.

**Apurva Chandra**, Former Secretary, Ministry of Information and Broadcasting, spoke about the significance of the 48-hour filmmaking challenge, a core feature of CMOT. "This challenge not only tests your creativity but also your ability to work cohesively as a team. The key to success in this industry is not just talent, but the marketability of your ideas," he said. He further noted the increasing recognition of institutions such as **SRFTI** and **FTII**, which have been vital in shaping India's creative talent pool.

**Mahima Kaul**, Director of Public Policy at Netflix, expressed Netflix's support for CMOT, noting the synergy between the initiative and the streaming giant's own commitment to fostering emerging talent. "We are proud to collaborate with CMOT in training voice-over artists across India under the **Voicebox** initiative. Over 50% of our participants are women, reflecting our goal of empowering diverse voices. Additionally, the top performers from CMOT will contribute to Netflix's special project **Azaadi Ki Amrit Kahaniyan**, where they will narrate stories related to India's independence movement", Mahima asserted.

In a deeply insightful address, **Prasoon Joshi**, renowned lyricist and Chairman of the Central Board of Film Certification (CBFC), spoke about the importance of nurturing creative talent across India. "There is no dearth of stories and talents in our country, but we need to demystify the creative process and provide a platform for these voices. If we restrict storytelling to just the larger cities, we miss out on the incredible diversity our nation has to offer. CMOT helps to bridge this gap by giving a stage to creators from every corner of India," Joshi remarked.

**Carter Pilcher**, Founder and CEO of **Shorts International**, emphasized the promising future of Indian cinema. "The CMOT participants have been selected from thousands of applicants, and the next 48 hours will push them to collaborate, innovate, and create incredible films. This is a testament to the creative potential of India's youth," Pilcher said, announcing that five teams are ready to embark on the exciting challenge.

To commemorate the success of previous editions, five CMOT champions from past years were felicitated for their outstanding contributions to the industry. These alumni will mentor the current batch of participants during the 48-hour filmmaking challenge, sharing their valuable insights and experiences to guide the new generation of creators.

### **About Creative Minds of Tomorrow (CMOT):**

The *Creative Minds of Tomorrow* (CMOT) initiative is a flagship program of the Ministry of Information and Broadcasting, designed to identify, nurture, and promote the most talented young filmmakers in India. Since its inception, CMOT has emerged as the largest fully supported platform for aspiring creators in the Indian film and media industry, fostering collaboration, skill-building, and mentorship. The 2024 edition of CMOT is being held at the 55<sup>th</sup> International Film Festival of India (IFFI) in Goa from November 20 to 28.

With the support of renowned industry players like **Netflix** and **Pearl Academy**, CMOT aims to create a future where Indian cinema can thrive on the global stage.

**For more information, please visit:** <https://pib.gov.in/PressReleaselframePage.aspx?PRID=207389>

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