

Future India: The Creative Skills & Innovation Reality Show

Proposal Summary

Proposing Organization	Cinema Vision India
Implementing Agency	Cinema Vision India in association with: The ODD CLAN; RED; Doordarshan
No. of Trainees in 10 years	N/A
No. of Centres	N/A
Duration	The initiative is spread over multiple mediums (print, television, radio, social media and on ground event) over 5 years
Sectors Targeted	Media & Entertainment
Project Cost	Rs 30.8 crores (Yr. 1)
Innovation in proposal	Future India plans to bring for the first time on to Prime Television (40 episodes) a massive communication program that reaches a PAN-India audience creating aspirations for skilling graduates in an engaging format. It also aim to fulfill hopes and aspirations of skill seekers, innovators and entrepreneurs alike in finding a better future and firing the imagination of the nation.
Operating Model	<ul style="list-style-type: none"> • In the first year revenues are expected from joint marketing with DD. • In the second year sources of revenue include IPR marketing (resale, re telecast and digital) and sponsorship (free commercial time)