

Future India: The Creative Skills & Innovations Reality Show

Proposal Summary

Proposing Organization	Cinema Vision India
Implementing Agency	<p>Cinema Vision India in association with its partners</p> <ul style="list-style-type: none"> - Creative Team - Production Team - Network 1 Media (Marketing Team) - Doordarshan (DD) (telecast partner)
Project Duration	The initiative is spread over multiple mediums (print, television, radio, social media and ground events) over 5 years.
Project Cost	Rs. 30.08 Crore
Innovation in the proposal	The Future India Show plans to bring for the first time on to Prime Time Television (40 episodes) a massive communication program that reaches a PAN-India audience creating aspirations for skill and fulfilling hopes of skill seekers, innovators and entrepreneurs alike in finding a better future.
Revenue Model	In the first year revenues are expected from marketing of commercial time in the show. However from the second year source of revenue include – IPR marketing (re-sale, re-telecast and digital). And sponsorship (free commercial time)