

CONTRIBUTE FOR "I AM". BE A CO-OWNER!



Radhika Apte & Sanjay Suri
in I AM ABHIMANYU

Nandita Das
in I AM AFIA

Juhi Chawla & Manisha Koirala
in I AM MEGHA

Arjun Matur & Rahul Bose
in I AM OMAR

"I AM" is a mainstream CINEMA initiative encouraged by iCOZFLIX (iCONGO's Public Advocacy Cinema Fund) and produced by film Director Onir and Actor Sanjay Suri to make films with a vision. The idea is to use the medium of mainstream sensible commercial films to spread awareness and develop a culture of watching content-oriented cinema.

I AM – is a film on issues and dilemmas that afflict and bruise modern society in India. It is about people with fractured lives and broken dreams..... yet they all dream. The Film shows people often do not know what's right or do the right thing....but in their vulnerability and brokenness is where their beauty lies. In a bid to highlight, unravel and explore these tribulations, I AM tells a tale of individuals struggling to find their identity, and fighting to uphold their dignity in a world that is callous, cold and unsympathetic. Shot in four different cities across India, I AM is an amalgamation of stories in which the protagonists share a common dream – a desire to regain their lives.



The Films have been made with a belief that independent cinema exists to give a voice to those working against the tide and outside the system, and a vision to release each film for educational/awareness/festival purposes and eventually compile all short films into one full length film which shall be released for the general audiences.

Each short film features one known actor/actress and one or more newcomers. All the films are stylized and slick, creating a buzz not just with their content but also because of their ensemble talent. For the first time we have raised money from the PUBLIC through a Unique Public Offering (UPO) where various people and organisations have invested small sums of money in return for share in revenues and for being featured as Co-Producers of 'I AM'. We have raised almost 7 million+ rupees from the UPO* and now need the last 2 lakhs in the last mile to complete the film.

We invite all citizens who believe in the power of media to spread awareness among the masses, to co-own I AM and participate in this process of film making. We request all of you to contribute Rs.1000 and above in the name of Anticlock Films and send it to us at 181, Parikh Bungalow, Aaram Nagar, Mumbai 400061. For those who need a tax receipt, iCONGO shall issue a 80G certificate. Please make the cheque in the name of "Confederation of NGOs" if you need a tax receipt & send it to us at: A-212, C/307, Tirupati Plaza, Street No. 1 Shakarpur, Delhi-110092. You would be credited as CO-OWNER at the beginning of the END ROLL of the film and on Anticlock Films and iCOZFLIX websites. We hope to release the film before the end of this year.

For more info do visit www.icozflix.com and www.iamthefilms.com

You may also read the stories and watch the promo videos on idishoom using the following link.

<http://www.idishoom.com/ArticleDescription/603/'I-AM'—DEMOCRATISING-FILM-MAKING...—A-NEW-PATH-FOR-INDEPENDENT-FILM-MAKING-IN-INDIA/10>

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