

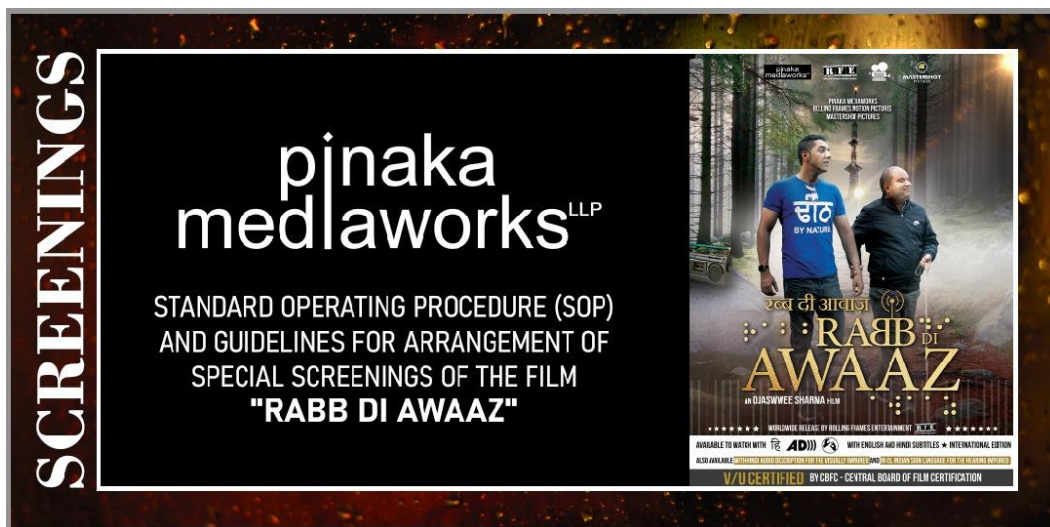
Guidelines & Standard Operating Procedure (SOP) for Arrangement of Special Public Screenings of Film "Rabb Di Awaaz" in Theatres and Auditoriums

Document Author: Pinaka Mediaworks LLP, the major Producer, and copyright holder of the film.
This SOP is proprietary of Pinaka Media Mediaworks LLP and is not to be shared under any circumstances, even in extracts.

This SOP is meticulously crafted to ensure a seamless and memorable screening experience for "Rabb Di Awaaz," catering to audiences of diverse backgrounds and preferences. Interested parties are invited to express their interest through the provided link, and the collaborative efforts of the hosting organization and Pinaka Mediaworks LLP will ensure a successful and impactful event.

Expression of Interest:

Organizations or individuals interested in hosting the screening can express their interest by filling out the form at <https://bit.ly/RDAScreeningEOI>, after reading the complete document.



Technical Details of the Film:

1	Title	RABB DI AWAAZ
2	Original Language of Film	Hindi
3	Film Duration	Exact runtime: 77 minutes (1 hour and 17 minutes)
4	Produced By	Pinaka Mediaworks, Rolling Frames Motion Pictures, MasterShot Pictures
5	Director	Shri Ojaswwee Sharma National Award-Winning Film Director Recipient of Rajat Kamal at 68 th National film Awards from Hon'ble President of India
6	Cast	Abhinav Sharma, Shiv Kumar Sharma, Mohit Verma, Varun Narang, Jagdeep Singh Lamba, Abhilasha Sidana, Snehill Sharma, Vivek Atray, Pallav Mukherjee
7	Certification	Approved by the Central Board of Certification CBFC India with Certification: V/U (Viewers of all age groups) .
8	Content Information	The film is devoid of adultery, profanity, or strong language. Recommended as a family film suitable for audiences of all age groups, including school children, college students, and adults.
9	Subtitles Options:	<ul style="list-style-type: none"> ● English Subtitles ● Hindi Subtitles ● Hinglish Subtitles
10	Accessibility Audio Description & ISL	<ul style="list-style-type: none"> ● Available in Hindi Audio Description for the Visually Impaired ● Available in Indian Sign Language and affirmation subtitles for the Hearing Impaired <p>IN THE CASE OF SCREENING FOR THE VISUALLY CHALLENGED/IMPAIRED, HEARING IMAPAIRED OR PERSONS WITH ANY FORM OF DISABILITY, NO SPECIAL DEVICES OR EQUIPMENT IS REQUIRED TO PLAY OR LISTEN TO THE FILM. ACCESIBILITY OF THE SCREENING VENUE MUST BE CONSIDERED BY THE HOST.</p>

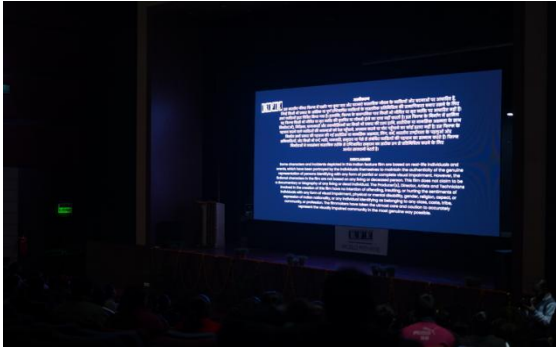
Screening Venue Requirements:

VENUE SPECIFICATIONS:

1	Ideal Hall Size	Minimum 150 - 200 seats (Maximum can go up to 500)
2	Ideal Audience Size	Approximately 200 viewers (minimum 150)
3	Venue/Hall Types	<ul style="list-style-type: none"> ● A cinema hall/auditorium/performing-arts theatre/convention hall with a stage area and uniformly spread seating. ● Preferably accessible for the disabled ● Stage area accessible to installing LED Display
4	Backdrop and Photography Zone	Area for Backdrop of the film and premiere suitable for Photographs of the Cast & Crew and Attending delegates and Audiences of the film.
5	Sound System	The sound system should be of high quality, audible to the last row of the audience. Audio technicians and electricians of the hosting venue need to ensure that there is no running current or idle humming from the audio lead of the system. A PA system will be required (preferably wireless)



DISPLAY OF THE SCREEN:

RECOMMENDED	NOT RECOMMENDED
<ol style="list-style-type: none"> 1. It is recommended to arrange and use a high-quality LED Display Wall, 24ft wide (width) and 12ft tall (height), maintaining an aspect ratio of 2:1 - which matches the aspect ratio of the print of the film "RABB DI AWAAZ" 2. The recommended minimum base height of 2 feet for the LED screen. 3. It is recommended to use a P3 or P4 LED screen. 4. Upon request, the Producers can provide a vendor for the installation and transportation of the screen, the cost of which will be borne by the host of the screening. 5. A DCP Digital Cinema Projection system is recommended. 6. Using a high luminosity projector with color accuracy is recommended. 7. Use of an LED screen is not mandatory in the case of a film being screened in a hall consisting of more than 80% of the occupancy of Visually Challenged/Impaired persons. 	<ol style="list-style-type: none"> 1. Using a low-intensity, low luminosity projector is NOT RECOMMENDED. Projectors calibrated for PPTs and presentations are based on low intensity and are not advised for the purpose of screening the film due to insufficient luminosity and accurate color reproduction. 2. Open air or screening in direct sunlight  <p>(A visual showcasing accurate picture display using LED without Projection)</p>





Event Flow: Duration: Approximately 2.5 to 3 hours

1	Pre-Screening	<ul style="list-style-type: none"> ● Red carpet photographs ● Organized seating for viewers and guests ● Commencement with the Indian National Anthem
2	Film Screening	<ul style="list-style-type: none"> ● Film initiation and continuous screening until the end credits with no interval. (Total runtime 77 minutes)
3	Post-Screening:	<ul style="list-style-type: none"> ● Keynote session by special guests of the hosts and the Producer (20-30 minutes) ● Optional: Q&A session or symposium with the director (Shri Ojaswwee Sharma) and available cast
4	Call to Action	<ul style="list-style-type: none"> ● "Rabb Di Awaaz" is offered without ticket fees. ● Encouragement for audience support to like, comment, share and write or record about the experience of watching the film
5	Post-Screening and Followup	<ul style="list-style-type: none"> ● Photographs ● Capture photographs within the screening hall and on the red carpet ● Post event Reviews and Feedback ● Optional: Press interaction



Some glimpses showcasing the audience and enthusiasm at the screening of the Hindi feature Film "Rabb Di Awaaz":



Film Protection ,Copyright and Privacy Information:

1. No recording is allowed inside the theatre during the [playback of the film] which records the film.
2. The hosts can record and maintain all other program proceedings, such as the red carpet, the pre-screening speeches, and the post-screening program, talk, Q&A.
3. Producers may use complete or parts of the footage and photographs provided by the host of the screening event for publicity and raising awareness of the event on television, radio, digital, social media, and for press/news information on the program.
4. Recording of the film or retaining downloaded or unauthorized copies of the film "Rabb Di Awaaz" is bound by the Cinematograph Act and Copyright Acts, reserved belonging to Pinaka Mediaworks LLP and Shri Ojaswwee Sharma, Director of the film.

Any unauthorized recording, transmission, duplication, or distribution of this film or any part thereof is strictly prohibited and considered an illegal Activity under Sections 51, 62, and 63 of the Indian Copyright Act, 1957. This offense is punishable by imprisonment of up to three (3) years and a fine of up to five percent of the production cost of the film, or both, as per the Cinematograph (Amendment) Bill 2023.

Organizations or individuals attempting to download or create illegitimate copies of the film from the official Rolling Frames Entertainment YouTube Channel or website will face strict action.

Publicity, Press Releases and Media Interaction:

PRESS RELEASE: To be issued by the hosting organization after a successful screening event.

The host is permitted to issue a press release with highlights of the event after the approval of Pinaka Mediaworks LLP. This approval is required to proof-read accuracy of information, spelling of names and validation of information to be dissipated.

Producers RELEASE: Pinaka Mediaworks LLP and releasing partners will release information for various media outlets, including magazines, trade publications, websites, and newspapers.

SOCIAL MEDIA SHOUT-OUTS:

- It is **recommended** to use the approved hoarding or posters issued by the Producers of the film.
- It is **not recommended** to stretch, squeeze, crop or tamper with the aspect ratio or resolution of the official posters or artworks provided.

RECOMMENDED PUBLICITY MATERIAL at SCREENING VENUE

1. Standee of the Hosting Organisation (minimum 1) (3ftx 6ft)
2. Standees of the Screening sponsors (maximum as per discretion) (3ftx 6ft)
3. Official Posters
4. Official Standees of the Film "Rabb Di Awaaz" (3ftx 6ft)
5. Backdrop of the event (minimum 1 of 8ft height)
6. LED Wallpaper for Idle Display



Publicity Material can be downloaded from the following link:

<https://drive.google.com/drive/folders/1zL4viEG4AQwNGPmXngC8g5V7CSGL466o?usp=sharing>





(1) Official Poster of Rabb Di Awaaz and (2) Official Hoarding of Rabb Di Awaaz

AVAILABILITY OF THE CAST AND CREW OF THE FILM AT THE SCREENING EVENT:

- The Availability of the Actors and the Starcast of the film is subject to their availability on the decided date of the screening.
- The screening does not necessarily imply that all actors will be available to attend the screening on the dates (due to their prior schedules).
- The Director of the film - Shri Ojaswhee Sharma, or the representatives of the Producers of the film will attend the screening.



Roles:

Hosting Organization/Individual	Producers - Pinaka Mediaworks LLP
<ul style="list-style-type: none"> ● Venue arrangement and logistics. ● Execution of the screening event ● The host is responsible for inviting the audience to the venue and arranging their transportation and hospitality. ● Post-event press release. ● Managing publicity for the screening event. ● Photography and Videography of the Film Screening Experience. ● If the host has applied for multiple screenings of the film at the same venue and the makers, cast, and crew of the film are required to stay throughout the day or overnight, the host has to ensure arrangements for stay and refreshments. ● DOWNLOADING THE PRINT OF THE FILM FROM YOUTUBE IS STRICTLY PROHIBITED UNDER COPYRIGHT AND THE CINEMATOGRAPH ACT. 	<ul style="list-style-type: none"> ● Provide necessary information for media release. ● Support the hosting organization with promotional materials. ● The Producer of the film will provide the print of the film on HDD, which will be brought by the head of post-production of Pinaka Mediaworks. ● Pinaka Mediaworks will provide the requested print of the film in Digital Cinema Package or desired format compliant for screening on an LED Screen or Projection. ● For screening in Cinema Halls, Censor Certificate issued by the Central Board of Film Certification will be provided to the cinema hall by the Producer - Pinaka Mediaworks LLP ● The Producer will manage the dates and availability of the Director, the Actors, other Cast and Crew of the film Rabb Di Awaaz. ● Wherever necessary, a screening technician will be made available to manage the playback and screening of the film upon prior request. ● The Producers reserve the rights to record and photograph the film event with their own crew ● The producer will provide HDD Media to receive photographs, videos and recordings of the event from the Host.



Cost and Conduct of the screening event:

The purpose of screening the film "Rabb Di Awaaz" is to spark meaningful conversations and dialogues on inclusion, mental health, the modern-day behavior of social media, and its impact on raising awareness of pertinent issues related to disability, trustworthiness, and the relevance of circulating meaningful information using social media, radio, and other forms of mass communication to the contemporary audience.

In light of this initiative, **the Producers and makers of the film, "Rabb Di Awaaz," will not be charging any screening fees from the hosts of the screening events** for the purpose of raising awareness and imparting education for the academic and social growth of the audience.

This has been undertaken under the "Cinema for Change", "Cinema for Impact" and "Cinema for Education" initiatives by Pinaka Mediaworks (Producer) and Rolling Frames Entertainment (Distributor).

However, the host or any host **cannot hold the screening of the film without submitting an expression of interest to the Producers of the film.**

All approved screenings will be listed on the official website of Pinaka Mediaworks and Rolling Frames Entertainment, which will validate and verify all approved screenings of the film.

These listings will be entitled to be published in the press report and the film report issued by the Producers of the film for various official and trade records.

All venue, logistics, and on-ground expenses will be borne by the host or the organizer of the screening event.

Since this film is available on YouTube for free, the purpose of the screening will remain intact.

The host of the screening is **allowed to sign and appoint sponsors to meet the expenses** of the film screening of "Rabb Di Awaaz."

However, it should be understood that no audience watching the film must be charged with a ticket fee or attending fee.

The host is advised to showcase the film to their patrons, members, or advisory board before the screening of the film, wherever they deem necessary to make their advisers or office bearers aware of the film that they are about to showcase to their audience.

Extracts of the film or portions of the film:

The hosts or any advertising marketing agency appointed by them are advised not to extract portions of the film and use them for marketing without the consent or approval of the Producers of the film. This protection policy ensures the prevention of misuse of the footage of the film by third parties and the revelation of the exciting and turning points of the film, safeguarding the spoilers of the film.

Live Streaming or Telecasting of the Screening event is strictly prohibited.

Special audience of the film:

The Producers of the film may also extend invitations to notable guests at the screening event organized by the host. It will be brought to the notice of the host in due time.

The host can decide on the special guests of the film or the special invitees of the film event with prior discussion with Pinaka Mediaworks (Producer).

Watch the highlights of the World Premiere:

For reference, you can watch the highlights of the World Premiere of the film "Rabb Di Awaaz" to better understand how the screening event could turn out to be.

Watch on: [Enter link]

Expression of Interest:

ORGANIZATIONS OR INDIVIDUALS INTERESTED IN HOSTING THE SCREENING CAN EXPRESS THEIR INTEREST BY FILLING OUT THE FORM AT <https://bit.ly/RDAScreeningEOI>

Please note:

1. A host can apply for multiple screenings at multiple venues.
2. A host can apply for multiple shows on a single day at the same location.
3. A fresh form needs to be filled for a new venue.
4. The expression of interest does not necessarily imply that the screening will take place at the declared location.
5. The producers of the film will contact the applicant to decide and confirm the dates and the venue of the screening.
6. All officially verified listings will be listed on pinakamediaworks.com, rfetv.in, rollingframesentertainment.com



7. All screenings hosted or conducted without informing the Producer - Pinaka Mediaworks LLP will not be supported, and action can be taken by the producer against the Screener/Screening Venue.

For more information or queries, kindly contact on +91 7009-554-584 (Between 11 am to 7 pm IST)

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