



# 20 TASVEER IMPACT REPORT 24

OCT  
15TH-20TH  
2024

19TH TASVEER  
FILM FESTIVAL  
& MARKET  
TASVEER.ORG



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## MISSION & VISION

Our mission is to inspire social change through films, art, and storytelling.

We envision an informed and just society where storytelling leads to truth-telling and in the process, individuals are entertained, educated, and empowered.







# RITA MEHER

## DIRECTOR'S NOTE

**2024** was a whirlwind and exciting on many levels!

In Dec '24, we received the biggest news for Tasveer, a transformative \$2.26 million grant from King County's Doors Open program towards our permanent home. This historic investment—part of a \$90 million initiative by King County—marks the largest funding commitment ever made to arts and culture orgs in the Washington State. With these funds, we're kicking off our capital campaign for our home, Tasveer Film Arts Center, the very first South Asian-focused arts and film center in our country. This new space will not only expand our renowned Tasveer Film Festival and Market—the only South Asian Oscar®-qualifying festival in the world—but will also host year-round programs, community dialogues, artistic workshops, and collaborations that bridge cultures and spark meaningful conversations. We are deeply grateful to King County, 4Culture, our Board, staff, donors and community for recognizing the power of South Asian storytelling and investing in our vision. Our inaugural Film Market, on Oct 15-17, 2024, was also a huge success. Around 389 delegates from all over the world attended, and 55 studios & execs came to meet them! It was a beautiful, productive event!

Sincerely,

In Cannes with Anushree



In SXSW with Dev Patel



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EVENTS MANAGER



ELIZABETH SANKARSINGH  
GRANTS & SPONSORSHIP  
MANAGER



UZMA KHAN  
IT DIRECTOR  
(VOLUNTEER)





## HIGHLIGHTS FROM 2024

- Tasveer participated in premier film events, including Cannes Film Festival, Tribeca Film Festival, SXSW, and Goa Film Bazaar.
- Secured \$2.2 million USD in Doors Open grant.
- Launched the first-ever Tasveer Film Market.
- Served 111 filmmakers at the festival.
- Funded \$75,000 to filmmakers.



**110 FILMS**

**19 FEATURES**

**91 SHORTS**







# TASVEER FILM FESTIVAL BY THE NUMBERS

Tasveer Film Festival (TFF), based in Seattle, Washington, has achieved a historic milestone by becoming the world's only Oscar®-qualifying South Asian film festival. As North America's premier platform for South Asian cinema, TFF champions diverse and underrepresented voices through its carefully curated programming.

TFF has now become a crucial catalyst for elevating South Asian cinema globally, advancing South Asian representation through groundbreaking film selections, professional development opportunities, and critical dialogues.



*Tasveer Film Festival  
Associate Director,  
Shailaja Rao, at TFFM  
Opening Night.*

**500+**

TOTAL FILM  
SUBMISSIONS

**5,297**

TOTAL TICKETS  
ISSUED IN-  
PERSON AND  
ONLINE

**6**

IN- PERSON DAYS

**7**

ONLINE DAYS

**110**

TOTAL FILMS  
EXHIBITED

**45**

PHYSICAL  
EVENTS

*Renuka Shahane, Director of  
Loophole speaking at Opening Night!*





# TASVEER FILM MARKET BY THE NUMBERS



Tasveer's inaugural Film Market (TFM) took place at the Tasveer Film Festival, from October 15-17, 2024, positioning itself as the leading South Asian-focused film market outside South Asia. The event provided filmmakers with valuable opportunities to connect with industry decision-makers, including distributors, buyers, and potential production partners, advancing Tasveer's mission to enhance global South Asian film development and distribution.

## Key features of TFM included:

- Co-Production Market Pitches
- Tasveer Film Fund, supported by Netflix
- Expert-led Industry Panels
- Curated Networking Cocktails
- Exclusive 1:1 access with industry executives
- 12-month access to the Market Directory
- 12-month access to the Project Catalog

**55**

STUDIOS &  
EXECS  
HOSTED

**375**

DELEGATES  
ATTENDED

**289**

PROJECTS  
SUBMITTED

**7**

DEALS  
MADE

**65**

PROJECTS  
ELECTED TO  
PITCH





# TASVEER FILM MARKET INITIATIVES



## CONNECTING CREATIVES, CREATING OPPORTUNITIES



- **Co-Production Market:**  
Established several strategic initiatives to foster collaboration between South Asian filmmakers and international buyers.
- **Mentorships and 1:1 meetings:**  
Participants received targeted mentorship and strategic feedback to strengthen their projects and market positioning. The structured programs provided invaluable opportunities for creative refinement and business development.
- **Strategic partnerships** with industry leaders, including Amazon and NBC Universal, demonstrated the market's significance within the global entertainment landscape.
- Close to **500 attendees**, comprising an influential mix of producers, distributors, and executives from major markets worldwide, underscoring Tasveer's emergence as a pivotal platform for South Asian content.





## TASVEER AT CANNES DU MARCHÉ 2024

In 2024, Tasveer launched a unique preview at Cannes leading up to the Tasveer Film Market, at Cannes and Tribeca, called **Tasveer Matchmaking: Find your Funds** hosted at **the American Pavilion**. This speed-dating style event garnered a niche sector of filmmakers, talent, producers, financiers and studio executives, with an attendance of:

**20**  
TOTAL  
FUNDERS

**150**  
TOTAL  
PROJECTS  
SUBMITTED





# TASVEER FILM FUND

The Tasveer Film Fund is a groundbreaking initiative that champions South Asian filmmakers by offering financial support, mentorship, and opportunities to amplify their voices on a global stage. As the first-ever dedicated grant for South Asian filmmakers in the U.S., the fund plays a pivotal role in nurturing bold, authentic, and socially impactful storytelling.

*By the end of 2024, we have:*

**15**  
TOTAL  
PROJECTS  
AWARDED

**\$228,000**  
TOTAL CASH  
AWARDED

**7**  
TOTAL QUEER  
PROJECTS  
FUNDED



# TASVEER FILM FUND GRANTEES

Tasveer funded \$75,000 total in grants to three emerging South Asian filmmakers.



## Project: *By Design*

*When Lena and Sneha fly to Atlanta to help with their newborn niece, Sneha announces their plans for kids—forcing Lena to admit she's not on board.*

**Moitri Ghosh** is an Indian-born, Atlanta-based director. With a background in Psychology and Graphic Design from Smith College, she began her career at Ogilvy, transitioning from line producer to creative producer for brands like IBM and American Express. At MasterClass, she produced and creatively led numerous class trailers before pivoting to directing. She is currently in post-production on *Choose You* and fundraising for her next short, *By Design*, while recently completing a virtual shadowing with DGA director Mary Lou Belli.



## Project: *The Sale*

*In 1993, CA, a young immigrant mother has a dream to start a new life for herself and her family. The first step is to make her first encyclopedia sale.*

**Meera Joshi** is a filmmaker and documentarian exploring human connections and our relationship with the planet. Born in New Zealand and raised in Australia, she studied film at NYU before creating short films with farmers in Peru and entrepreneurs in India. She has collaborated with companies like Google and Bloomberg and is an active member of collectives, such as Pano, WOCU, and Kalakars. She currently produces and directs commercial, narrative, and documentary projects for Darling Street Pictures.



## Project: *Yakshi*

*An Indian American man on a work trip to India, finds solace in a tropical homestay, unaware what is lurking beyond that premise.*

**Karan Sunil** is known for blending humor and genre storytelling. His heist comedy, *The Family Jewels*, is in production with Invention Studios, and he is currently writing a feature for Ryan Coogler's Proximity Media. In TV, he has developed comedy pilots for Hulu/Lionsgate and Sony Pictures Television, including one based on his hit web series *Code-Switched*. A 2020 Film Independent Project Involve Writing Fellow, Karan has also written humor pieces for *The New Yorker* and *McSweeney's*.



# GLOBAL COLLABORATIONS



- Represented Tasveer and South Asia at Cannes, Tribeca, SXSW, and Goa Film Bazaar.
- Collaborated with international organizations, like Crescent Collective and MISAFF, to showcase South Asian narratives.





# TASVEER IN THE NEWS

Exclusive coverage by Variety

NETFLIX

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## Tasveer Film Fund Returns with Netflix Support



Home > Film > Global Oct 22, 2024 12:34am PT

### Fawad Khan Boards Two Projects, Guneet Monga Kapoor Joins Jahnu Barua Film at Tasveer Market (EXCLUSIVE)

By Naman Ramachandran



Home > Film > News Sep 24, 2024 12:01am PT

### Seattle's Tasveer Film Market Unveils 40+ South Asian Projects for Inaugural Edition (EXCLUSIVE)

By Naman Ramachandran



Tasveer Film Market

Home > Film > News May 14, 2024 7:00am PT

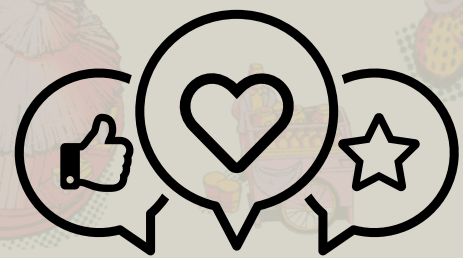
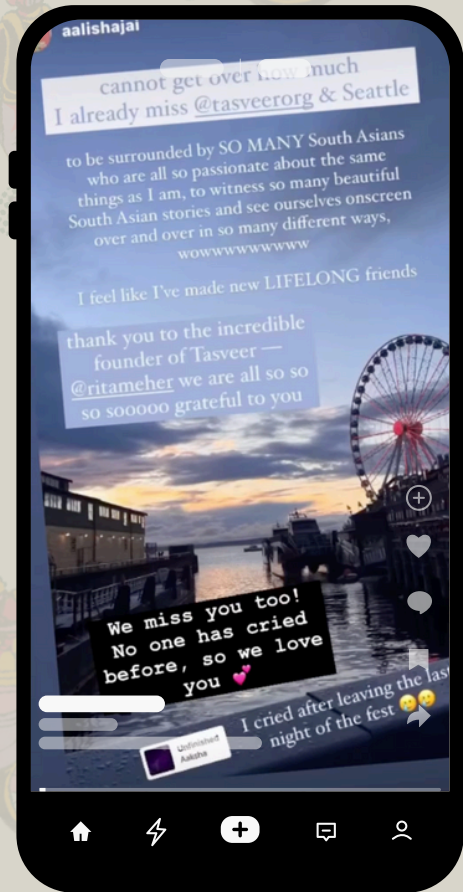
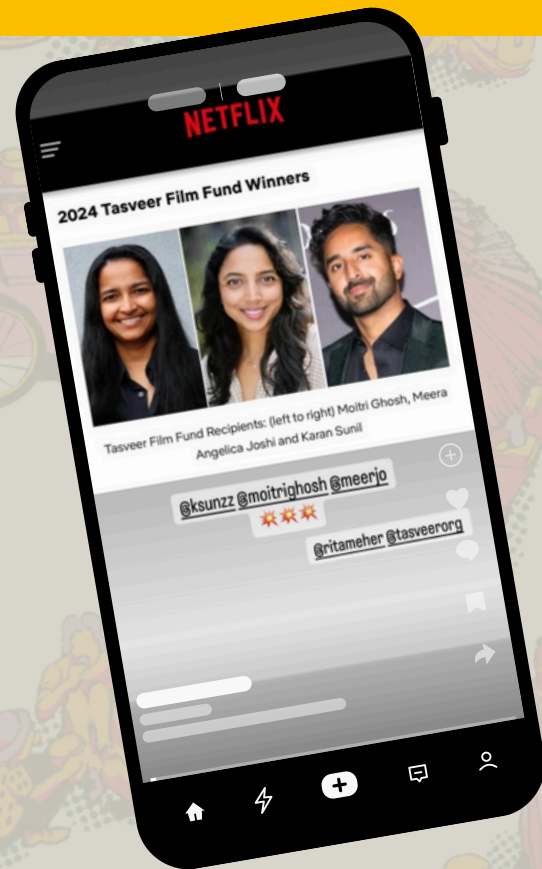
### Amazon, NBCUniversal Back Seattle-Based South Asian Film Market Tasveer Ahead of Cannes Launch (EXCLUSIVE)

By Naman Ramachandran





# SOCIAL MEDIA MOMENTS BY FILMMAKERS



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# YONIX SPEAKS



Taking inspiration from Community Speaks, *YoniX Speaks* is an event dedicated to empowering and celebrating South Asian LGBTQIA+ narratives. Our goal is to create a proud, fluid, gender and queer-affirming, South Asian safe space that uplifts the diversity of perspectives and identities within our community.

The workshops were lead by Jaydev Bhateja.

## STORIES FROM YONIX SPEAKS INCLUDED:

- Analyze, Strategize, Succeed: An Engineer's Playbook to Coming Out by **Sahil Kini**
- Bindi on My Forehead by **Maya Memsaab**
- From Islamabad to Seattle: A Journey of Love and Identity by **Sabeeka Dar**
- Jungle Juice by **Rohini Jayanthi**
- A Courtesan's Destiny by **Rukhsaar**



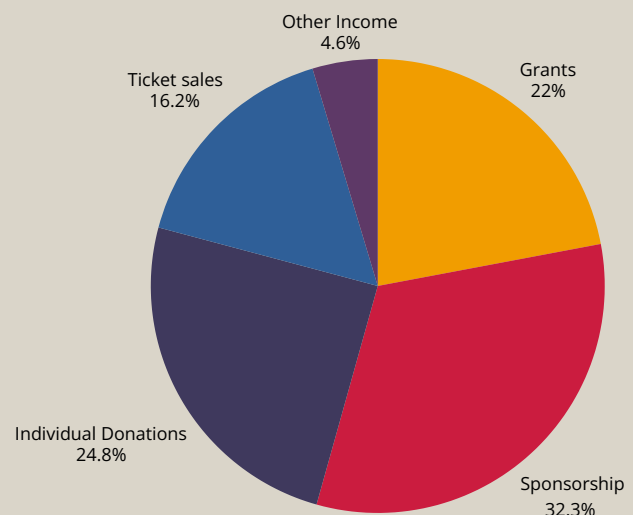


# FINANCIAL SUMMARY

Diversity of funding support, a broad base of loyal supporters, and careful budget oversight from the Board have helped Tasveer achieve strong fiscal health.

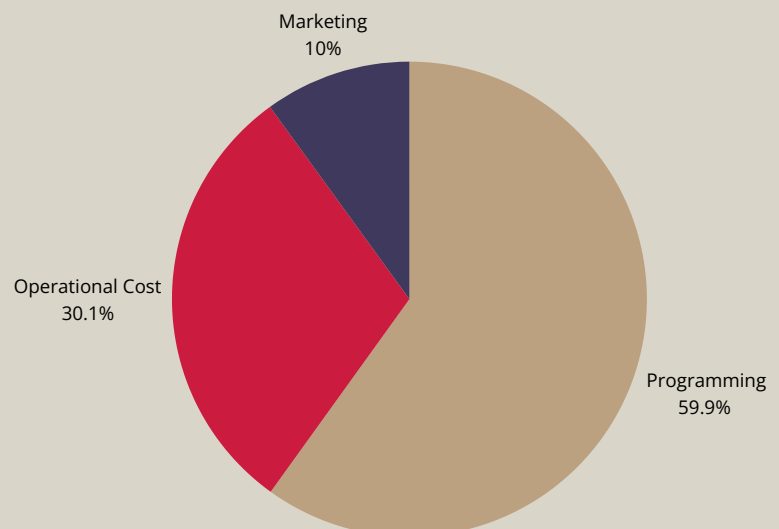
Revenue: \$1.02M

- Grants: \$223K
- Sponsorships: \$326K
- Individual Donations: \$251K
- Ticket Sales: \$164K
- Other Income: \$49K



Expenses: \$901K

- Programming: \$540K
- Operational Costs: \$271K
- Marketing: \$90K







# IMPACT IN NUMBERS

13K

Attendees:  
(in-person  
and virtual  
combined).

60%

Films directed  
by women or  
LGBTQ+  
filmmakers.

105

Workshops  
and events,  
including the  
Tasveer Youth  
Collective.

20

Partnerships with  
orgs, arts councils,  
cultural foundations,  
and global film  
networks.



## OUR NEWS: \$2.26 MILLION IN GRANT TO TASVEER

### Analyzing the 4Culture grants

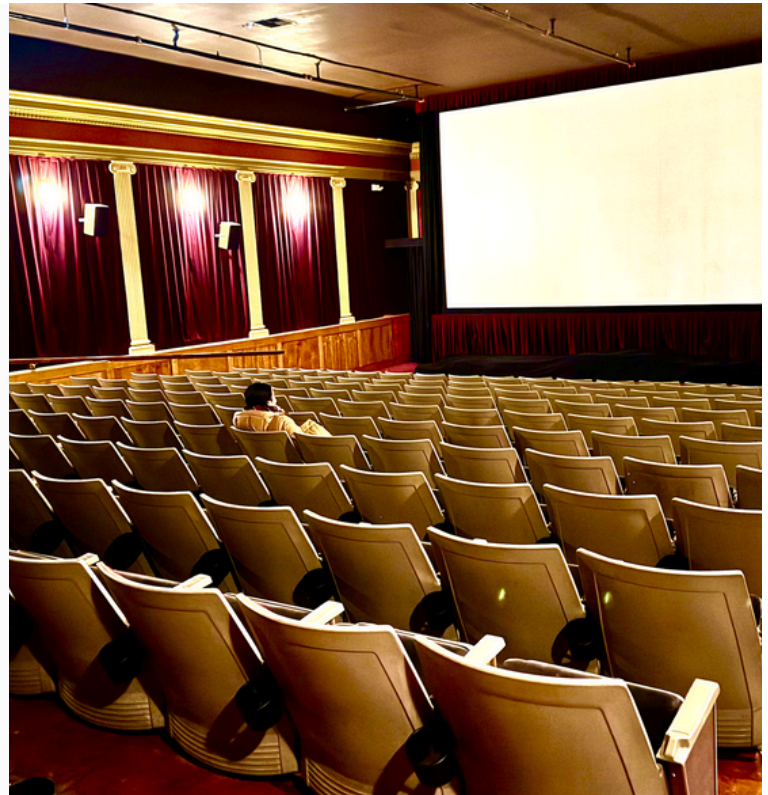
In 2025, King County will distribute \$70.1 million in grant funding to organizations across the region dedicated to the arts, heritage, preservation and science. Here's where the dollars are going.

Though the top ten grants awarded are over \$1 million ...

#### TOP TEN GRANT RECIPIENTS

Seattle Aquarium	\$3.03M
Tasveer	\$2.26M
Pacific Northwest Ballet	\$1.77M
Northwest Railway Museum	\$1.63M
Art at Garfield Super Block	\$1.55M
Pacific Science Center Foundation	\$1.42M
Cham Refugees Community	\$1.37M
Chief Seattle Club	\$1.26M
African Community Housing & Development	\$1.2M
Refugee Artisan Initiative	\$1.17M

most of the funding went to organizations with smaller budgets.





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# FOUNDATION & GRANTS

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 Gates Foundation  
 City of Seattle  
 Himalaya Homes  
 Inatai Foundation  
 Nadella Family Foundation  
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 Sheng-Yen Lu Foundation  
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