



LOK- ARTIST'S AND ARTPRENEUR'S COLLECTIVE



1000+ ARTISTS AND ARTPRENEURS,
1000+ COLLABORATORS, 200+ PROJECTS

Kolkata || Mumbai || Delhi || Bangalore || Pune || Lucknow ||
Hyderabad || London || Chicago

HEADQUARTERS (INDIA):

5/1A, Keyatala Road Kolkata- 700029
+919836375494

HEADQUARTERS (OVERSEAS):

5815 N Sheridan Road Chicago – IL – 60660
Ph : (+1)-224-256-7396

CONNECT WITH US:

We are a community of artists, artpreneurs, partners, patrons, art lovers and other collaborators from around the globe to take this art-by-heart movement forward together.

lokalcontentlab@lokcollective.com | lokcartel@lokcollective.com

WHO ARE WE?

LOK ARTS COLLECTIVE

LOK is an arts collective of more than 1000 independent artists and arts entrepreneurs spread out over various parts of the world along with several international collaborators like the coveted Global Changemakers' Network. Formed by artistically inclined high school-college students back then and revered for pioneering the youth-in-arts movement in Kolkata, India LOK was launched on 3rd January, 2010 (Gyan Manch, Kolkata).

#Homecoming (English/Bengali/Hindi) is LOK's maiden feature film production. Written,directed and produced by LOK' s Founder-Director Soumyajit Majumdar, #Homecoming is also the flagship project of Lokal Content Lab and Lok Cartel.

LOK has curated more than 50 art events and festivals including Indian Youth Arts for Change festival which started in 2011 and was hailed by the Washington Bangla Radio as India's first social media driven arts movement .LOK has produced more than 20 plays with over 300 theatrical performances including performances at national and international festivals like Thespo (Mumbai) .Sahabhaga International festival (Bangalore) , Mulakaat (Indo-Pak cultural relations Festival,Delhi) and Atelier Theatre festival (Delhi) . The performances have been across 12 Indian cities in auspicious venues like Prithvi theatre and NCPA(Mumbai) ,Akshara theatre and LTG auditorium (Delhi), G.D.Birla Sabhagar (Kolkata) , EZCC(Kolkata) as well as in alternative spaces like campuses,bookstores,art galleries,shopping malls, cafes, lawns, parks, streets and amphitheatres . More than 50000 students have been part of LOK workshops across more than 100 campuses around the country.

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As a believer in youth empowerment through the arts,he has been present as a speaker in various forums and has conducted self- devised theatre and art therapy workshops in leading schools and colleges of India like Sri Ram College of Commerce(Delhi) ,VIT (Vellore),Mount Carmel College (Bangalore), Srishty College of Arts and Design (Bangalore) , Sophia college for women(Mumbai), Loreto Day school, Mahadevi Birla World Academy (Kolkata),) etc . Soumyajit represented India at the Asian Youth Summit for Global Changemakers 2011,has directed developmental theatre projects for the Delhi Government and United Nations with underprivileged kids .He has been awarded YOUNG ACHIEVER 2013 by Whistling Woods International,- Mumbai and received the Solo Room Awards at the Monologues festival 2016,Kolkata for his contribution in the arts.

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What started as a youth movement, has over the years taken shape of a broader umbrella encompassing 360-degree arts and entertainment through LOK's following sub-brand extensions:

1. **Project Yuva** (launched on Jan 3, 2011)- Youth talent, artpreneurs and changemakers management network
2. **Lok Indie Studio** (launched on 16 April, 2014) - 360 degree content creation facilitation studio including casting and line production services
3. **Lok Caravan** (launched on 4th Nov, 2017) - co- working space, incubation centre and writers' room
4. **Lokal Content Lab** (launched on 15 April , 2019) - Writer's and Curator's /Showrunner's Collective
5. **Lok Cartel** (launching in 2022) - 360 degree branding and marketing ,content acquisition and syndication agency
6. **Lok School of Arts** (launching in 2022)- Arts education, workshops and training facilitation

Currently , Lok has operation centres in Kolkata, Mumbai, Delhi Chennai, Bangalore, Hyderabad, Pune Lucknow, London (United Kingdom) and Chicago (United States of America)

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LOK ARTS COLLECTIVE SUB-BRANDS:



PROJECT YUVA (since Jan 3, 2011)

Project Yuva ,launched on 3rd Jan ,2011 on Lok's first birthday at Gyan Manch (Kolkata) ,is an independent platform for young talent in the arts and young changemakers.It is a youth network and community that seeks to facilitate and build the next generation of independent artists, artpreneurs and changemakers in the country. Project Yuva is presently connected with 5000+ students from schools and colleges across India.

Project Yuva's area of expertise include:

- Working with Campus youth societies
- Scouting and imparting practical training to young artists, artpreneurs and changemakers including volunteering,internship programmes and other experiences in industry projects.
- Organizing and/or associating with independent youth events

Project Yuva brand properties:

CAMPUS CONTENT LAB

Project Yuva and Lokal Content Lab are partnering to come up with Campus Content Lab- a one of its kind storytellers -writ

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ers-potential content curators empowerment programme in schools and colleges across India.

Most of the present generation of screenwriters and storytellers in India are the ones who had shown promise during their school or college days in other writing mediums ranging from essays to short stories. But there is no professional guidance or mentorship programme which can identify and nurture talented storytellers or writing talents in campuses. CAMPUS CONTENT LAB and its board of mentors (eminent figures from the Industry) will attempt to fulfil this gap by empowering the future of storytelling in our country.

- To identify and nurture future content creators and give them industry exposure and training right from a young age
- A consolidated mentorship program that will help potential campus talents hone the art and craft of screenwriting
- To partner with literary clubs and societies in schools and colleges through workshops and training modules that can create future content developers out of students with writing skills and flair
- To identify stories that young people want to tell and help them tell those stories through professional guidance and ensuring that these stories reach the right platforms
- To create a community of writers and content curators which is led by the next generation so they can fill up the gaps in writer's rooms and shooting floors throughout the country.
- The program will also branch into a Publishing House which will publish works of upcoming storytellers and writers in both offline and digital spaces.

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IYAC (Indian Youth for Arts and Change): Heralded by Washington Radio as India's first arts festival empowered through social media

Come Together: Cross college freshers meet and artistic collaborations

Project Yuva helps in formation of and mentoring societies across schools and colleges:

1. Cultural body
2. Book club / literary
3. Creative writing
4. Journalism
5. Debating and public speaking
6. Western Dance
7. Indian Dance
8. Fashion
9. Fine Arts
10. Theatre
11. Indian music
12. Western music
13. Youth empowerment
14. Photography and videography
15. Film
16. Marketing and Public Relations
17. Entrepreneurs

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LOK INDIE STUDIO (since April 16th, 2014)

Launched on 16th April, 2014, LOK Indie Studio is a content creation and facilitation studio which offers services including Casting and Line Production. Other services include storyboarding, post production supervision and subtitling.

As casting director and/or line producer, Lok Indie Studio has been a part of more than 30 projects including feature films and national advertisements including Tollywood blockbuster Bibaho Diaries and singer Arijit Singh's directorial debut feature film 'Sa' - Official selection at IFFI 2018 (International Film Festival of India, Goa), NYIFF 2019 (New York Indian Film Festival) and winner of three awards including the best film category at MISAFF 2019 (Montreal International South Asian Film Festival).

Lok Indie Studio handled the casting and line production for the film #Homecoming.

SERVICES:

1. Casting
2. Line Production
3. Storyboarding
4. Post production supervision
5. Subtitling

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LOK INDIE STUDIO (since April 16th, 2014)

Launched on 4th November, 2017 LOK Caravan is a co-working space for all LOK units and start-up incubation center for independent artists and arts entrepreneurs.

- LOK units ' co-working space including a Writer's Room
- Incubator of Arts, education and entertainment ventures
- Operations, Accounting and logistical partner of all Lok units



LOKAL CONTENT LAB (since 15th April, 2020)

Lokal Content Lab (launched on 15th April 2019) is India's first collective of screenwriters and curators/showrunners for co-creating content (languages: Bengali/Hindi/English)

- Develops, curates and co-creates screen content (theatrical and OTT release ventures) in Bengali, Hindi and English.

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- Is curating First Flush- a catalogue of 200 original fiction and non-fiction concepts which can be flexibly adapted as theatrical release films, OTT stream cinema and/ or web shows in any language.

- In January 2021, Lokal Content Lab (script doctoring , additional dialogues) finished shooting their flagship project feature film **#Homecoming** (English/Bengali/Hindi ,at scripting stage was selected for NFDC Producer's Lab @Film Bazaar ,Goa 2019). **#Homecoming** brought together best of young talents from Bollywood and Tollywood including **Sayani Gupta, Hussain Dalal, Tushar Pandey, Plabita Borthakur , Soham Majumdar , Tuhina Das and Sayan Ghosh**. Besides a crazy ensemble cast of more than 30 actors , the film also boasts of an award winning crew including eclectic crew includes cinematographer Anup Singh , national award winning costume designer Gobinda Mondal , national award winning sound designer Anindit Roy (CAS) and Adeep Singh Manki (BFJA award winner) and multiple award winning editor Bodhaditya Banerjee.

Brand properties:

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OUR SERVICE VERTICALS ALSO INCLUDE:

Services :

1. Pitch kit / Bible Development
2. Writers / Showrunners agent
3. Content research and development
4. Screenplay and/or dialogues
5. Additional dialogues
6. Script doctoring /consultancy
7. Localising script
8. Product placement in script
9. Film festival entry submission management

How do we collaborate?

We collaborate with:

- Studios
- Production Houses
- Independent artists
- Independent producers/ Co-producers
- OTT Platforms
- Content Curators
- Content Aggregators
- Screenplay Writers
- Dialogue Writers
- Content Acquisitors
- Content Financiers
- Film festival organizers/curators/ programmers/professionals
- Academics and Content researchers

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- Filmmaking Funds
- Creative ideators/Conceptualizers
- Storytellers/Students/Anyone who wants to tell a story
- Script doctors/mentors/ consultants
- School/College creative societies

LOK FOUNDER-DIRECTOR



SOUMYAJIT MAJUMDAR

Soumyajit Majumdar is an actor-writer-director-producer and Founder-Director of LOK Arts Collective (launched on Jan 3, 2010) - instrumental in pioneering the youth-in-arts movement in Kolkata. An alumni of St.Xaviers'college,Kolkata (Mass Communication and Videography) , #Homecoming (Project selected during scripting stage and mentored at NFDC Producer's Lab

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@Film Bazaar 2019, Goa) is his first feature film as a writer-director-producer. Besides being an independent multi-disciplinary artist and artpreneur, he has acted in 25 varied feature films before taking a break to make #Homecoming,.

As one of the leading actors, he has been part of festival favourites Catsticks directed by Ronny Sen (Honorary mention @World Narratives Grand Jury Prize -Slamdance International Film festival 2019, Best Film at Mammoth Film Festival, Oldenburgh Film Festival, Germany, IFFLA 2019, NYIFF 2019, KIFF 2019, Tallin Black Nights Film Festival, Estonia 2019 Athens Avant-Garde Film Festival 2019 and San Francisco Indie Fest 2020) and as a lead actor in Ghost Of The Golden Groves directed by Roshni Sen and Aniket Dutta (Official selection- London Indian Festival 2019, FDNC Montreal 2019, Nominee FIPRESCI award, Festival De Nouveau Cinema 2019, Winner best Ghost music video and Hybrid Feature, Opening film at Chicago Underground Film Festival 2020, Cinequest San Jose Film Festival 2020).

He has also acted in other festival favourites 'Gandu' directed by Q (Berlin International Film Festival 2011, SAIFF., Seattle, Slamdance), French film Crash Test Aglae directed by Eric Gravel(- Cannes International Film Festival 2017) and has played pivotal roles in commercially successful Hindi and Bengali films like Aashiqui 2,, Har Har Byomkesh, Bibaho Diaries, Byomkesh Pawrbo and Zulfiqar.

Soumyajit has also been a part of more than 30 feature films and national advertisements as casting director and/or line producer. The only Indian artist inducted in the coveted Global Changemakers Network, Soumyajit has curated around 50 independent art events and festivals. He has written, designed, directed, produced and acted in more than 20 plays with over 300 theatrical performances to his credit primarily with LOK including

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