A Film by Veditum India Foundation

Moving Upstream: Ganga
Walking 3000 km along an Indian River

Directed by Shridhar Sudhir
Producer Siddharth Agarwal

Executive Producer Priyans Murarka
Siddharth Agarwal
Editing Arbab Ahmad
Shridhar Sudhir

Camera Ayan Sil
Shridhar Sudhir
Siddharth Agarwal

Sound Design & Music Bhaskar Rao
Animation Aindri C

Partners Decathlon Sports India
Sanctuary Nature Foundation
The Initiative
Buddhijeev Studios
Bheeemstyx
Lifestraw

www.veditum.org
MEDIA KIT FOR DOCUMENTARY FILM

Moving Upstream: Ganga

Introduction 3
Film Team 4
Partners 5
Media from the film 6
How to watch 7
INTRODUCTION

Veditum India Foundation is a research and media organisation based out of Kolkata, India, working at the intersection of environment, culture and society. We use innovative methods in ground level research & documentation, and make use of media tools to amplify the stories of India’s environment and its people.

It has been our founding endeavour to create opportunities for young Indians to undertake experiences that reveal stories and realities that are otherwise obscured by the speed of daily life. Our work actively engages young Indians in this process, and pushes for collective action where required.

The Moving Upstream series by Veditum is an attempt to document the rivers of India, bringing out first person narratives as well as large scale data archives on the river’s history, its condition and life of the people of the basin. We’re constantly working towards bringing out this information to the public in open and easily accessible formats.

Till date, as part our Moving Upstream program, we have undertaken and completed documentary walking journeys along Rivers Ganga, Ken and Betwa. The last of which was accomplished as part of Veditum’s Moving Upstream Fellowship Program in partnership with the Out of Eden Walk.

The Moving Upstream: Ganga documentary was filmed on a 3000km walk along River Ganga, part of the Moving Upstream program. The walk started from Ganga Sagar, West Bengal in June 2016, and completed on reaching Gangotri, Uttarakhand in April 2017.

This documentary film and the walk along River Ganga was made possible by partners who supported our work, contributions of 100s of friends and strangers in our 2 crowdfunding campaigns, the support of many mentors who freely shared their knowledge and allowed access to their networks, and most of all the riparian community of River Ganga who shared with us their stories, and provided food, shelter and warmth without hesitation.

You can watch the trailer at this link: Moving Upstream: Ganga Official Trailer
FILM TEAM

Shridhar Sudhir
Director, Editor, Camera

Siddharth Agarwal
Producer, Executive Producer, Camera

A Bhaskar Rao
Sound Design & Music

Arbab Ahmad
Editor

Aindri C
Animation

Priyans Murarka
Executive Producer

Ayan Sil
Camera
PARTNERS

Decathlon Sports India
www.decathlon.in

Sanctuary Nature Foundation
www.sanctuarynaturefoundation.org

Buddhijeev Studios
http://youtube.com/c/buddhijeev/

The Initiative
https://theinitiative.in

Bheemstyx

The Initiative
https://www.lifestraw.com
MEDIA FROM THE FILM

You can access media files from the film at this link: Media - Moving Upstream: Ganga.

There are 3 folders in the folder linked above:

1. Profile images of the film crew
2. Still from the film.
3. Photographs from the walk (higher resolution, will work for web use + printing)

Some guidelines for use of media:

- Stills from the film are 1920*1080 pixels. These will work for web publishing, but may not work for printing.
- Photographs are high resolution, and will work for web as well as print publishing.
- For still grabs, please credit - Veditum / Moving Upstream: Ganga
- For photographs, please credit the photographer.
- Captions and photographer names are mentioned in each file name for respective photographs.
- Poster designed by Aindri C
HOW TO WATCH

If you’re a film reviewer or writer who wishes to review the film, please write to asid@veditum.org, and do mention where you will publish the review. We will share a private viewing link for you.

Organisations wanting to carry news of the announcement of the film may also use the media made available in the previous section of this document.

For others, please be patient. The film should be available in a pay to watch option soon. We are also exploring distribution possibilities and are open to discussions about the same.

In case you’re looking to screen the film at your school, college or community, please reach out to us at the above email.

Updates about the film and screening schedules will be made available on our website: www.veditum.org