

A STRATEGIC PROPOSAL

CINE ARTIST & WORKER WELFARE FEDERATION

Building a Skilled, Secure & Sustainable
Workforce for India's Film Industry

Employment, Skill Development & Welfare through the
Upcoming Noida Film City

Presented by

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National President, CAWF



NOIDA FILM CITY: MORE THAN INFRASTRUCTURE

The upcoming Noida Film City has the potential to create a large ecosystem of film professionals.

Infrastructure will create value only when supported by a skilled, organised and protected workforce.

Artists

Technicians

Production Crew

Editors

Cinematographers

Makeup Artists

Designers

Digital Creators

Production &
Logistics

WHO WE ARE

CAWF — BUILDING THE PEOPLE BEHIND THE SCREEN

Focused on the professional, financial and social welfare of people working across the cinema and fashion industries.

WORKFORCE WELFARE

SKILL DEVELOPMENT

PROFESSIONAL OPPORTUNITIES

LEGAL SUPPORT

FINANCIAL PROTECTION

WORKPLACE SAFETY

CURRENT OPERATIONAL PRESENCE

DELHI | UTTAR PRADESH | HARYANA

CAWF — Proposed States

Bihar

Chhattisgarh

Himachal Pradesh

Uttarakhand

Rajasthan

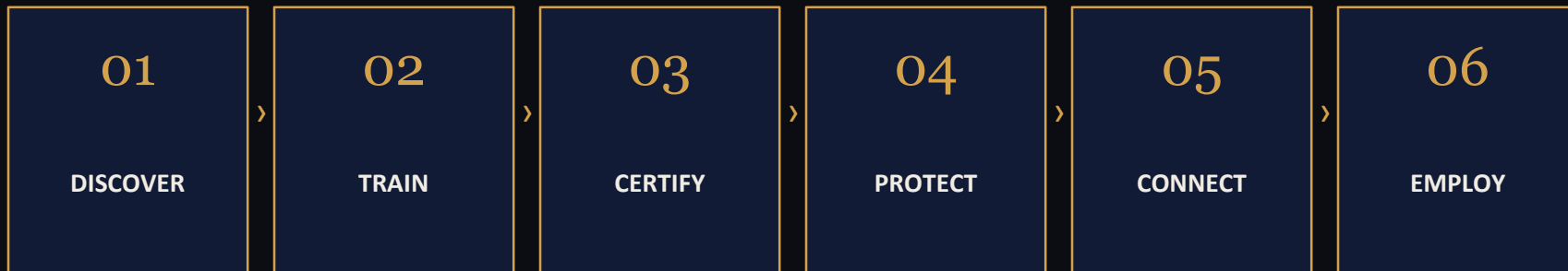
Madhya Pradesh

Punjab

Jammu & Kashmir+ Laddakh

Jharkhand

FROM TALENT TO EMPLOYMENT



A structured pathway from learning and certification to professional opportunity.

"TALENT SHOULD LEAD TO OPPORTUNITY."

PROTECTING THE PEOPLE BEHIND THE SCREEN

₹25 LAKH

ACCIDENT INSURANCE COVER
DURING SHOOTING

Proposed · subject to applicable terms and conditions

Professional Membership

Legal Assistance

Contract Support

Workplace Rights Awareness

Safety Protocols

Insurance Awareness

A stronger film industry begins with a protected workforce.

BUILDING INDIA'S NEXT GENERATION OF FILM PROFESSIONALS

10,00,000

PEOPLE · FREE ONLINE CERTIFIED COURSES (PROPOSED)

ACTING

MODELING

CINEMATOGRAPHY

VIDEO EDITING

MAKEUP ARTISTRY

PRODUCTION SKILLS

Objective: a trained talent pool ready for India's expanding film and entertainment ecosystem.

REMOVING ENTRY BARRIERS

TALENT SHOULD NOT DEPEND ON THE ABILITY TO PAY

₹40,000 – ₹50,000

Typical professional portfolio cost

**CAWF PROPOSES
FREE PROFESSIONAL PORTFOLIO SUPPORT**

Remove the first financial barrier between talent and opportunity.

POTENTIAL SUPPORT · FOR EMERGING ARTISTS

Professional Photography

Video Profile

Artist Introduction

Basic Showreel

Digital Professional Profile

HELPING THE NEXT GENERATION CREATE

PROPOSED SUPPORT FOR STUDENTS & EMERGING ARTISTS
CREATING

SHORT FILMS

MUSIC VIDEOS

STUDENT FILMS

DIGITAL CONTENT

EXPERIMENTAL
PROJECTS

Artificial Intelligence

Production resources · Logistics assistance · Professional guidance ·
Industry network · Shooting support

PROPOSED UP INITIATIVE

SUBSIDY SUPPORT FOR SONGS & SHORT FILMS SHOT IN UTTAR PRADESH

Subject to applicable terms, conditions and eligibility.

FROM FILM SETS TO THE DIGITAL WORLD

150+

YOUTUBERS / DIGITAL CREATORS

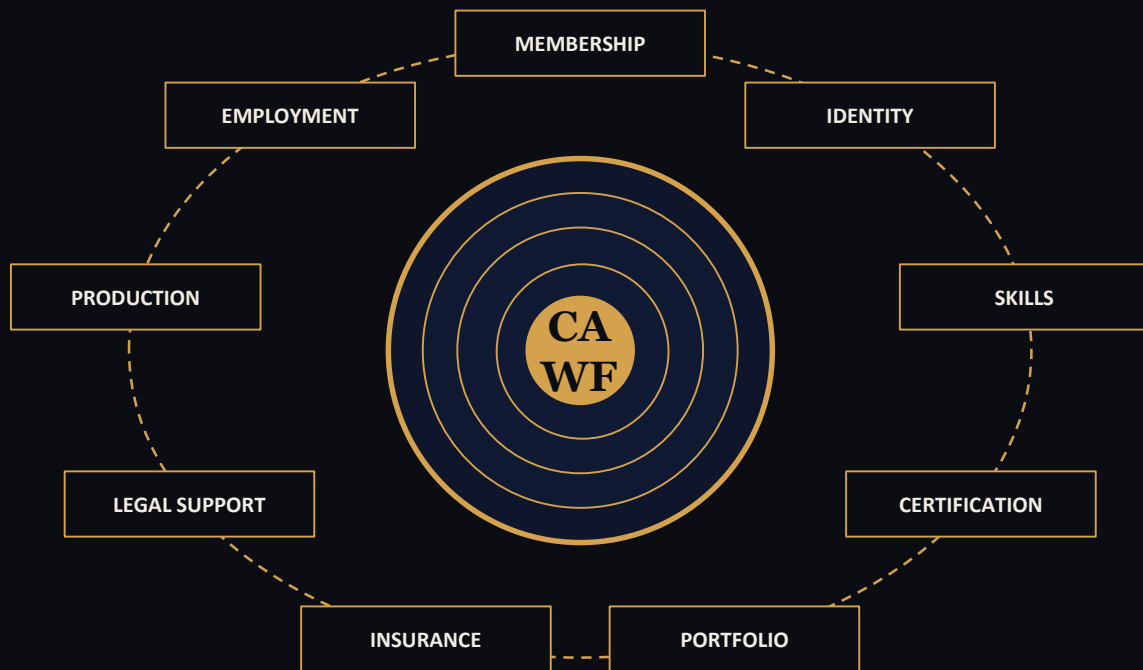
Potential role: awareness · opportunities · skill campaigns
· film promotion · success stories · digital outreach

CULTURAL EXCHANGE

Proposed engagement with diplomatic missions and cultural institutions

Film & cultural exchange · workshops · artist interaction · international collaboration · student engagement

FROM UNORGANISED TALENT TO AN ORGANISED WORKFORCE



WORKFORCE DATABASE

Professional ID card
Training record
Certification
Portfolio
Skills
Location
Availability

"A structured workforce database can connect talent with opportunity."

A PARTNERSHIP FOR THE FUTURE OF FILM & CREATIVE EMPLOYMENT

CAWF seeks to work with relevant stakeholders in Uttar Pradesh towards:

01

SKILL DEVELOPMENT

02

EMPLOYMENT GENERATION

03

WORKFORCE WELFARE

04

FILM PRODUCTION SUPPORT

05

ARTIST & WORKER SAFETY

06

CULTURAL DEVELOPMENT

07

YOUTH OPPORTUNITIES

08

DIGITAL CREATOR ECONOMY

BUILDING THE PEOPLE WHO WILL BUILD THE INDUSTRY.

**THE FUTURE OF CINEMA IS NOT
ONLY ABOUT THE STORIES WE
TELL.**

**IT IS ALSO ABOUT THE PEOPLE
WHO MAKE THOSE STORIES
POSSIBLE.**

CINE ARTIST & WORKER WELFARE FEDERATION

"Building a Skilled. Secure. Sustainable Film Workforce."

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