

TANEIRA

Weavershala shoot | 05 May 2022



FILM CONTEXT

Weavershala Film

Film duration: 02 minutes

SHOOT DATE

05th and 06th MAY 2022

CONTEXT

Taneira, the youngest brand from the house of Titan, is launching the Weavershala initiative as a progressive social impact project, to transform and uplift the lives of thousands of weavers across India. The first ever Weavershala is coming up in Benaras, the house of the beautiful and intricate Benarasi.

Soon Weavershalas will come up in key clusters to provide an organised ecosystem, with better infrastructure, facilities and amenities for the current and next generation of weaver families.

Nurturing skills and knowledge, enhancing productivity, providing opportunities for collaboration and co creation, while touching and transforming lives and livelihoods. The film brings alive the story of the Weaver Shala, set against the backdrop of Benaras, one of the world's oldest inhabited cities.

FILM CONCEPT

Weavershala Film

CONCEPT

“Dhaagon se saja ghar
Bunnkar rachen kayi kahaniyaan
Nayi kriti, jisme baseh sanskriti.”

The film is a story of transformation. A fictional documentary, the film evokes the ‘Kal, Aaj aur Kal’ of the cluster and the craftsfolk, with the Weavershala as the transformation catalyst, and the leitmotif of the shuttle and threads.

FILM STRUCTURE

Weavershala Film

STRUCTURE

The film is conceived as a narrative that threads the past, present, and future. The vibe is positive, joyful, and soulful. With a plethora of threads, weaves, colours, textures, and motifs evoking the glorious past.

PAST

Diving into the glorious past. Giving it a place, from the ghats to the lanes and bylanes of Lallapura (the hamlet of Banarasi Weavers). About the origin of the Banarasi, evoking the glorious past.

PRESENT

The various initiatives being taken to be better prepared. Ensuring that which has value continues to be preserved. This is where Taneira and the Weavershala come in.

FUTURE

Focusing on the next-gen. Highlighting the opportunities that the Weavershala will create for the next generation. The film will be a mix of voiceovers and bytes, mixed with an evocative soundtrack inspired by the sounds of Benaras.

Weavershala Film

PAST

The film comprises a mix of key graphic visuals representing the past, present and future with graphic, vibrant, and candid moments.

- A young boy running on the steps near the ghat. He takes out a boat-shaped loom shuttle and looks through, at the sun (A beam of sunlight flashing).
- A closeup shot of the boy floating the shuttle on the banks of Ganges.
- An architectural building from where the pigeons take off.
- Huge rolls of colourful fabrics are kept on the roadside. The transition of different rolls of fabric with a closeup.
- Transition to a closeup to an old weaver working on the loom.
- Closeup of the weaver's shuttle going in and coming out of the loom.
- Two weavers carry a bundle of threads and put them to dry.
- The young boy from the ghat runs near the threads kept for drying with a shuttle in his hand.
- The old weaver comes out of his room and walks into the street.
- Intercut of Ganga Aarthi visuals.
- Zari test- A match stick is lit to burn a zari thread to reveal the pure Zari.

Weavershala Film

PRESENT

- An old weaver enters the Weavershala facility.
- People sitting and weaving inside.
- Closeup shot of the design cards move when the weaver is weaving.
- Shuttles are kept in a row, each weaver entering the facility picks one up.
- Papers kept on tables with different designs.
- A close-up shot of a design on paper with a shuttle kept on top.
- Closeup of two young people helping a weaver lift his loom up.
- The old weaver settles down on his loom.
- Top shot of the design getting printed on the saree.
- Closeup of the old weaver trying to concentrate on the design.
- The young boy comes from behind and makes him wear spectacles.
- The old weaver looks at the loom and threads with happiness on his face (A new perspective).
- Closeup shot of the threads.

Weavershala Film

FUTURE

- A beautiful intricately designed saree is tied with a thread and presented.
- A close-up shot of the saree.
- The logo animation of the Weavershala.
- Closeup shots of young people talking.

Weavershala Film

BYTES

Past

Bytes of the elderly and young weavers.

Present

Bytes about the weavers initiative.

Future

Bytes of young weavers highlighting new opportunities at Weavershala.

VOICEOVER

रौशनी में चमके अनमोल धागे
हमारा प्यारा काशी
यहां पूर्वजों से चली आ रही है
संस्कृति

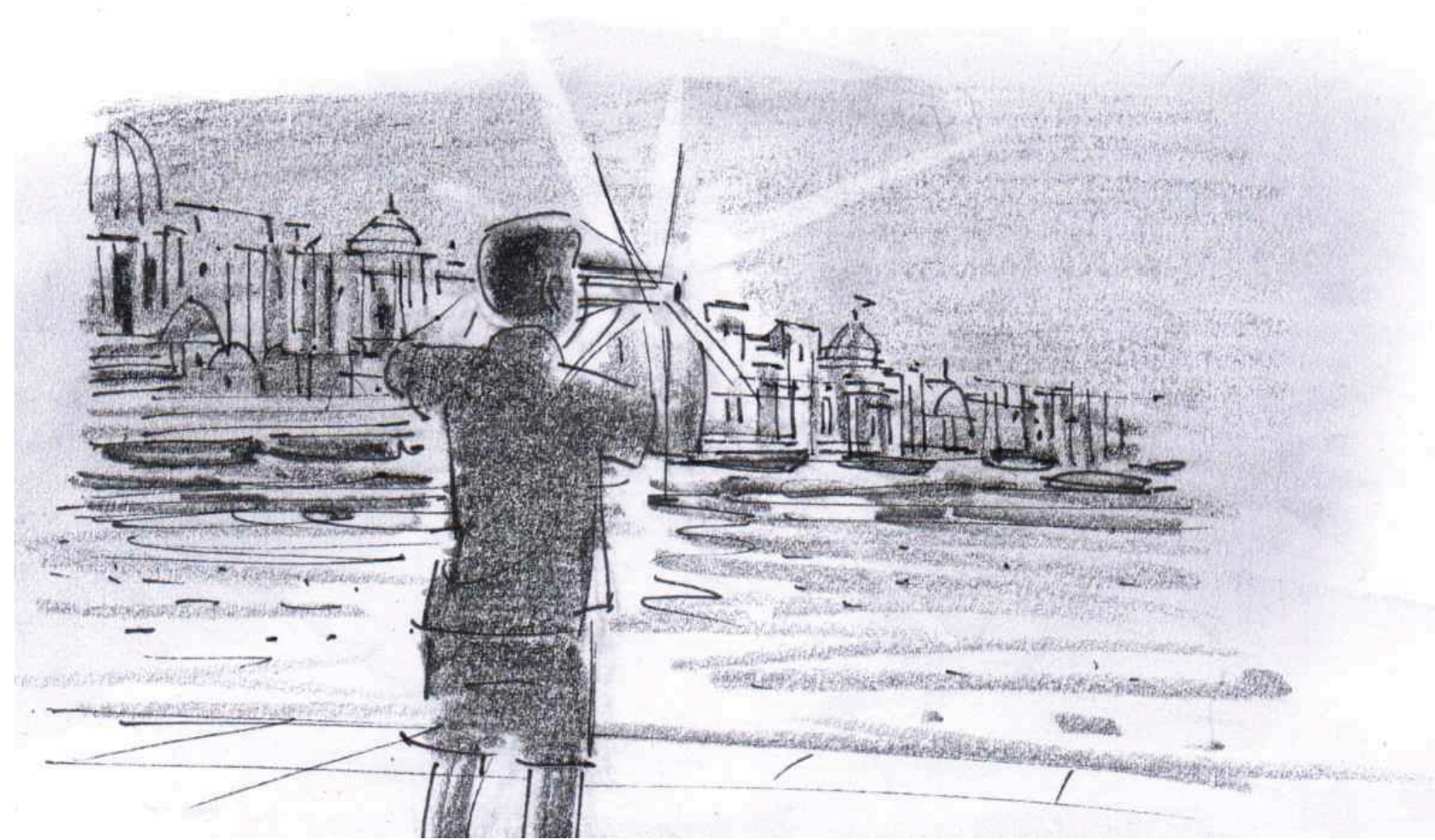
सजाती सवरती सुनाती
खुशियों के गीत रंग बिरंगे
चलो बुनते हैं हम एक नया दौर

जहाँ
धागों से सजा घर
बुनकर रचें कई कहानियां
नयी कृति
जिसमे बसे संस्कृति

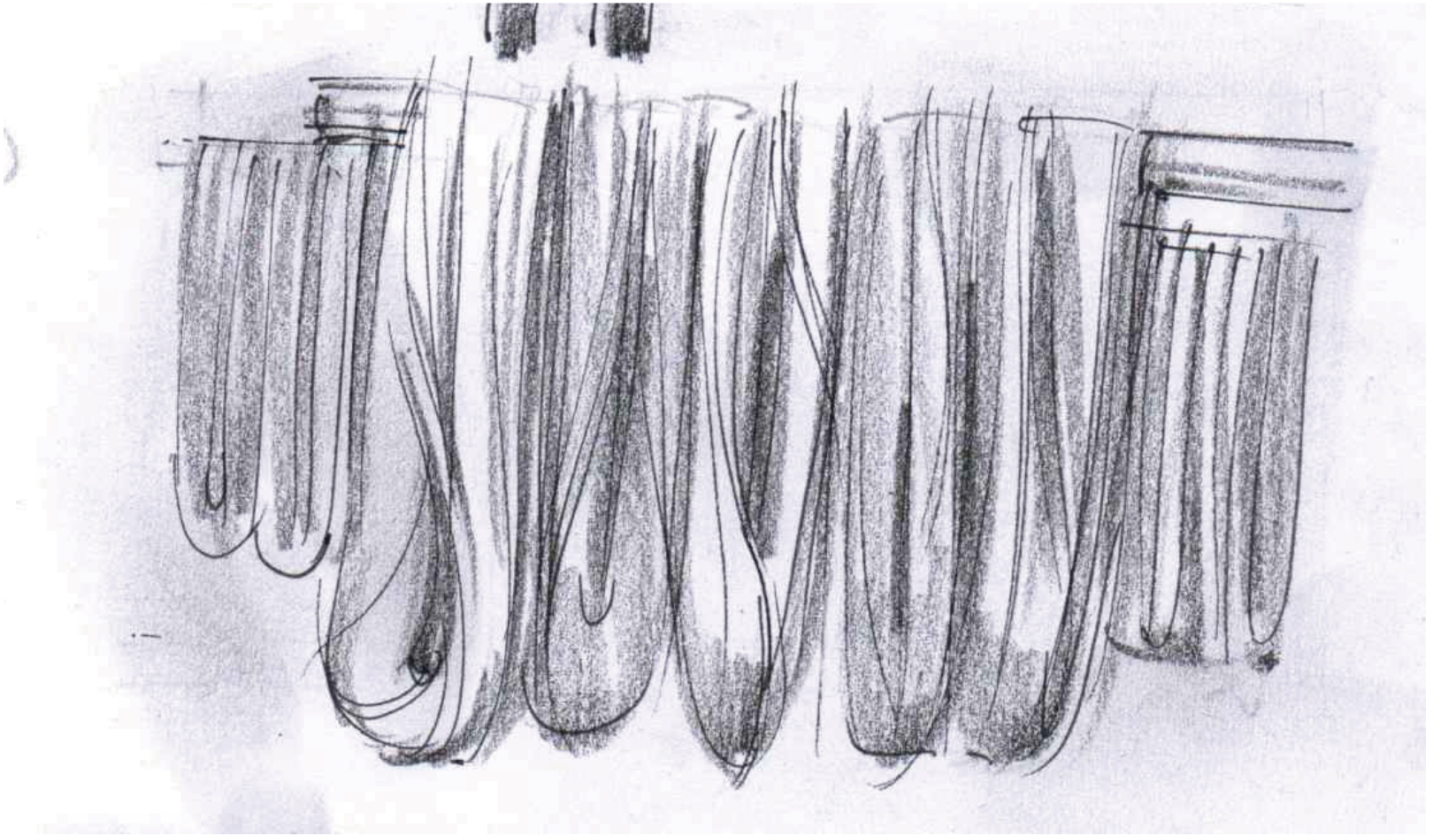
Weavershala Storyboard

FILM
Storyboard
1-4

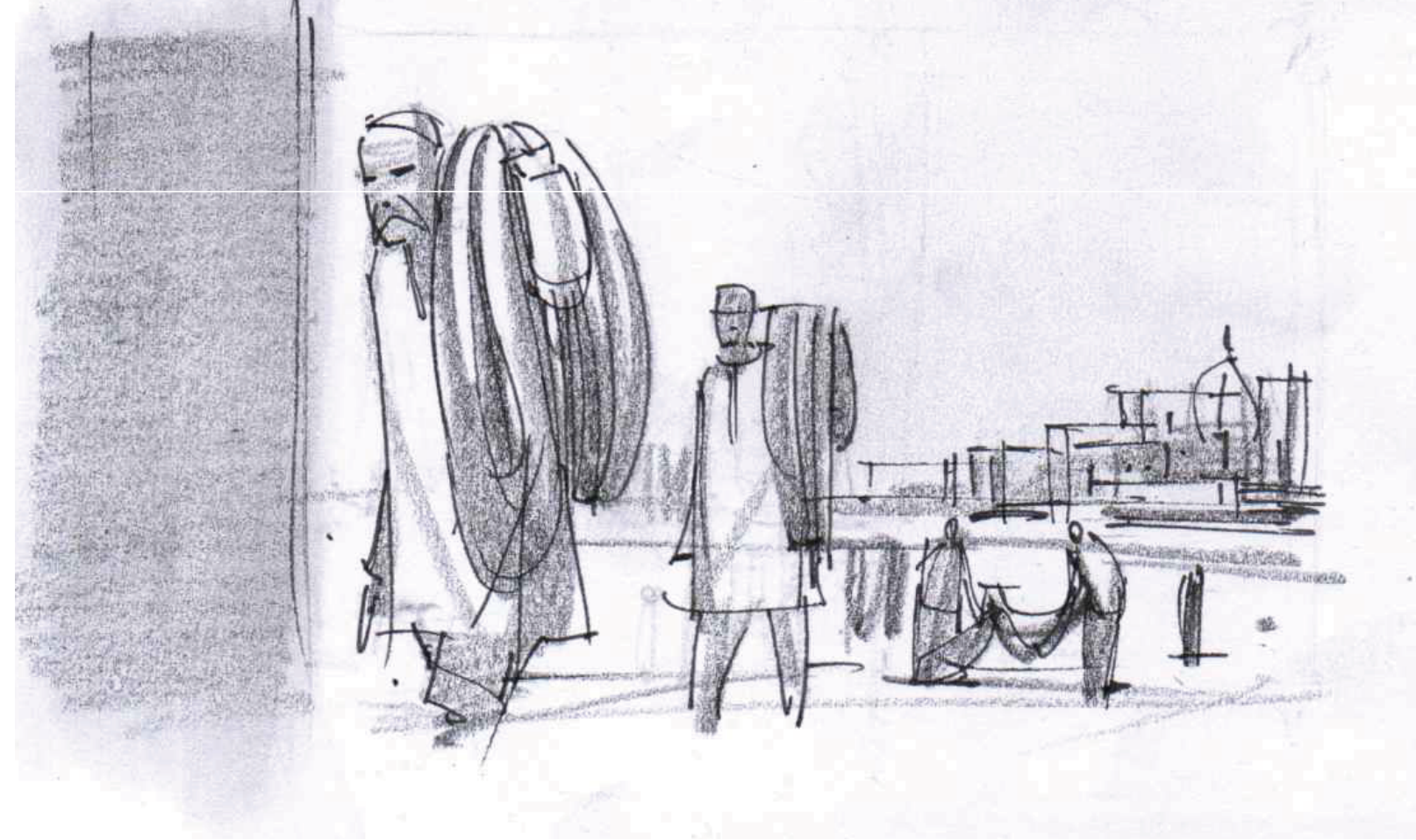
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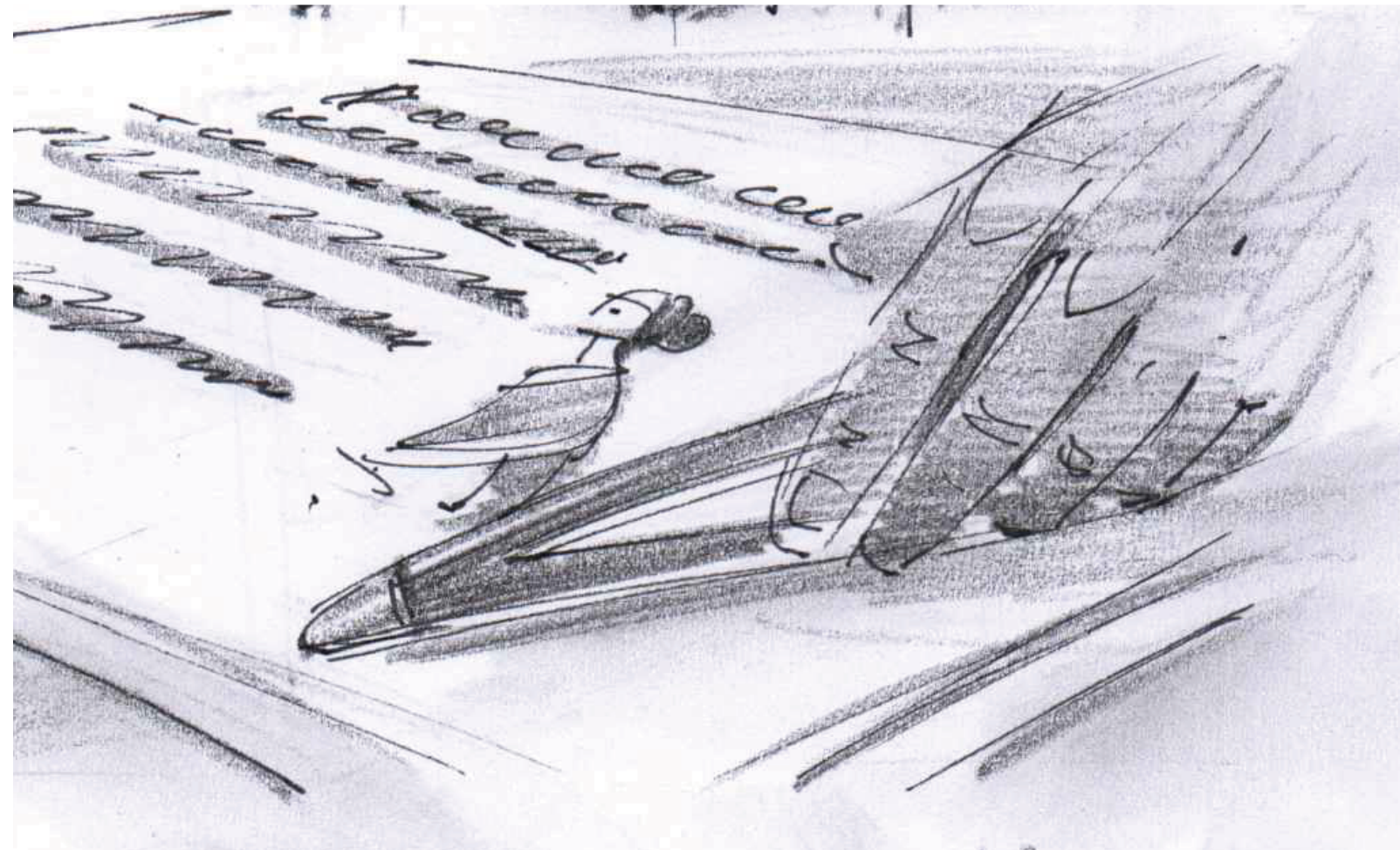


FILM

Storyboard

5-8

5



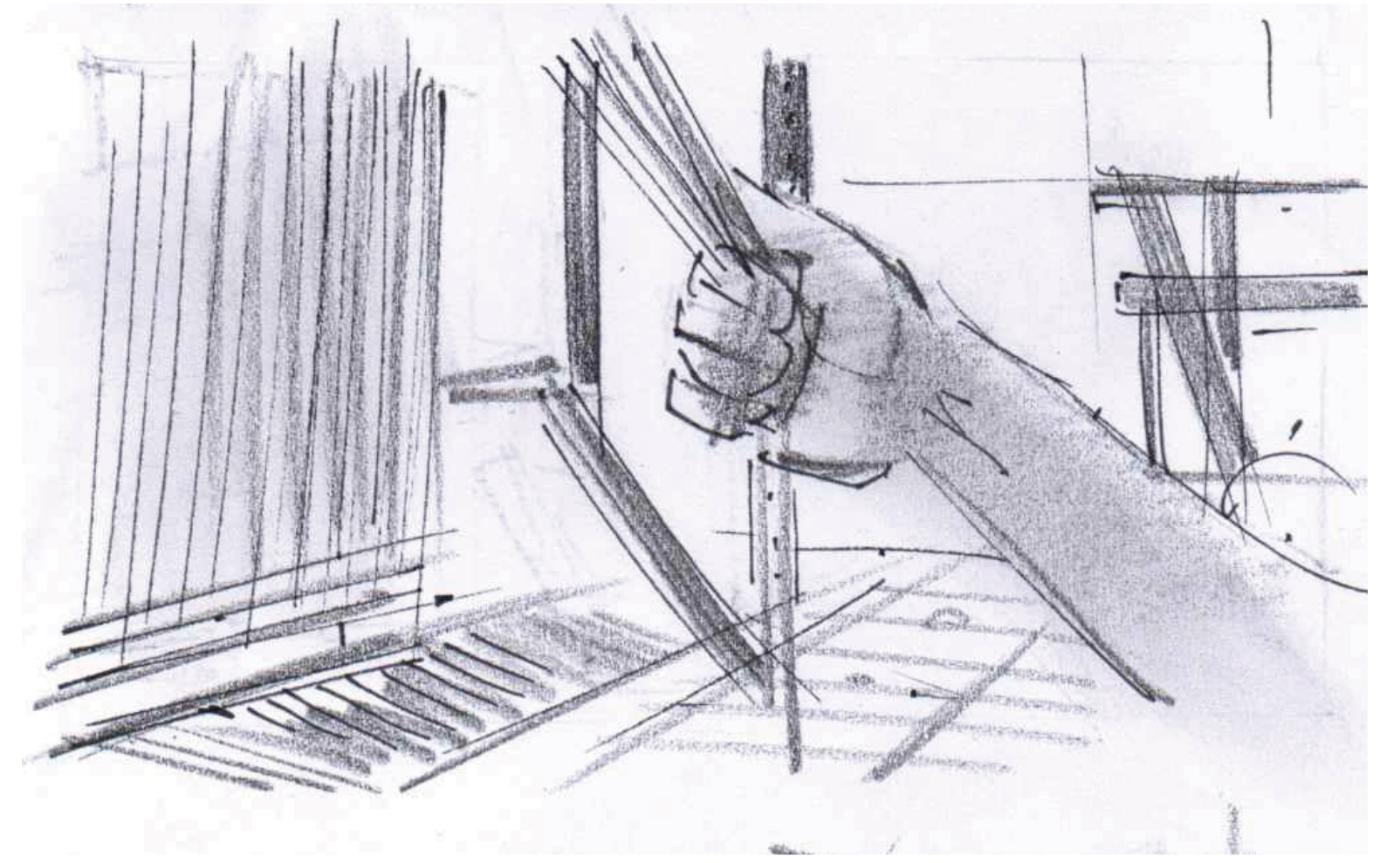
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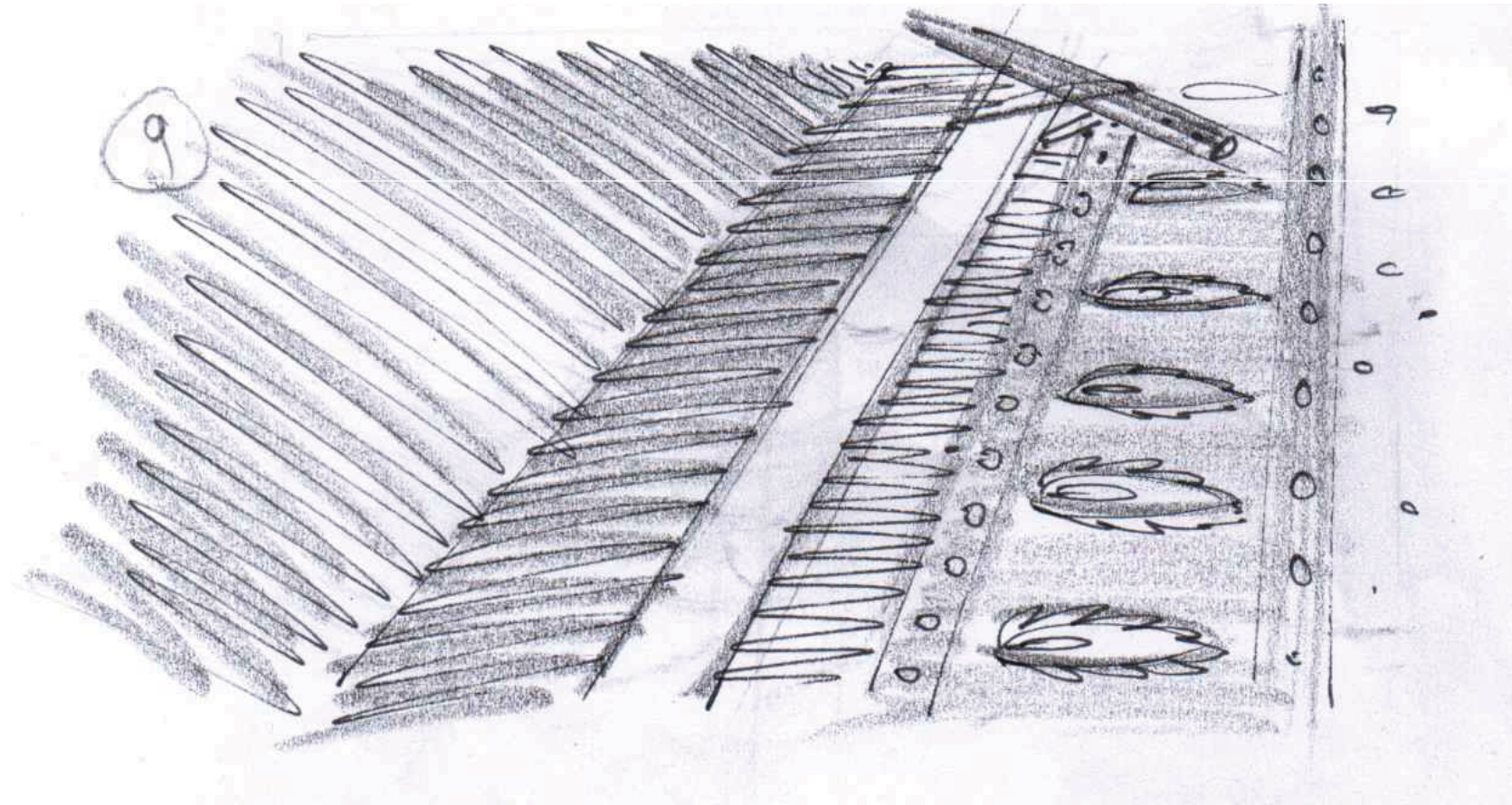


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FILM
Storyboard
9-12

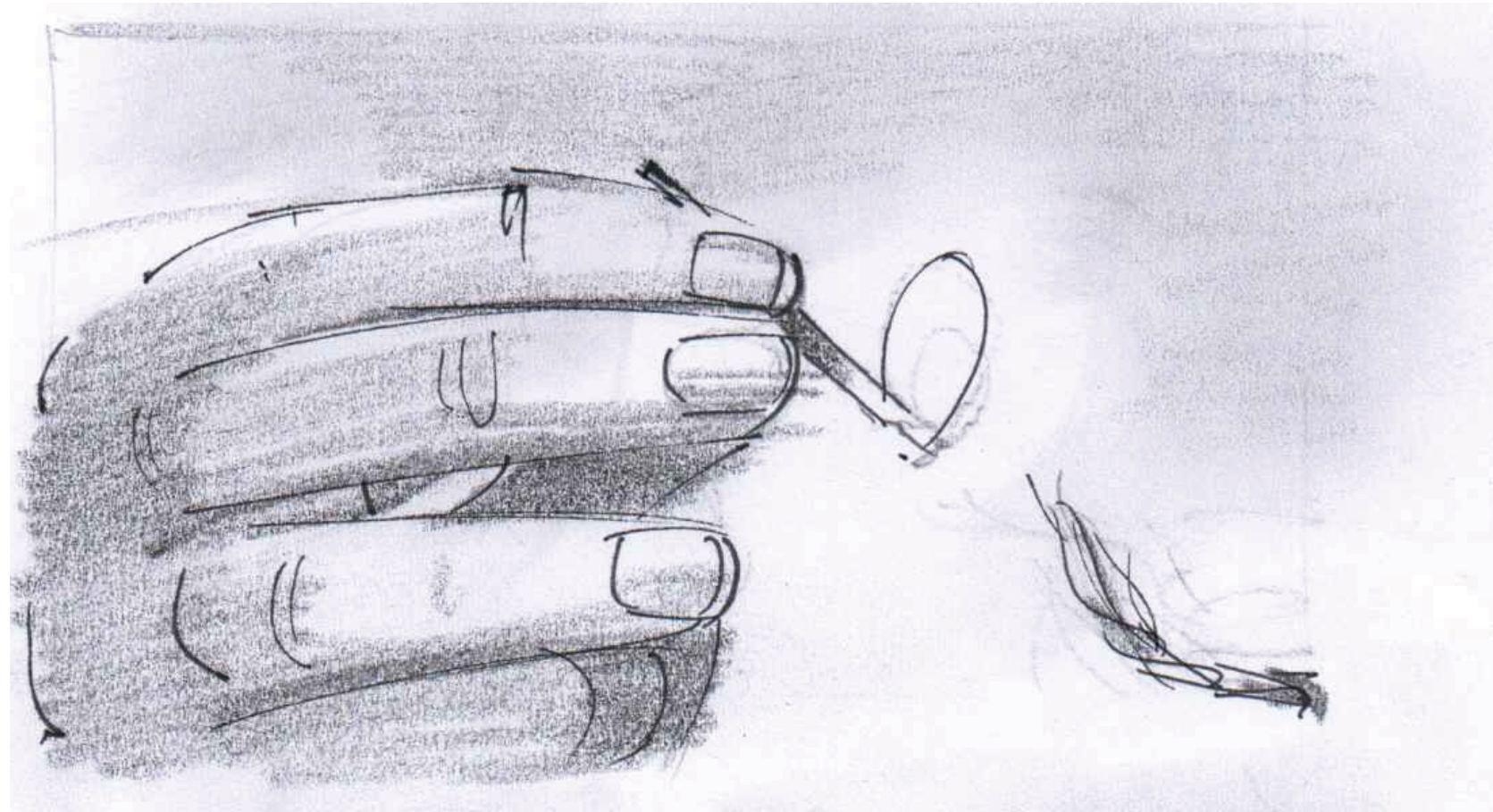
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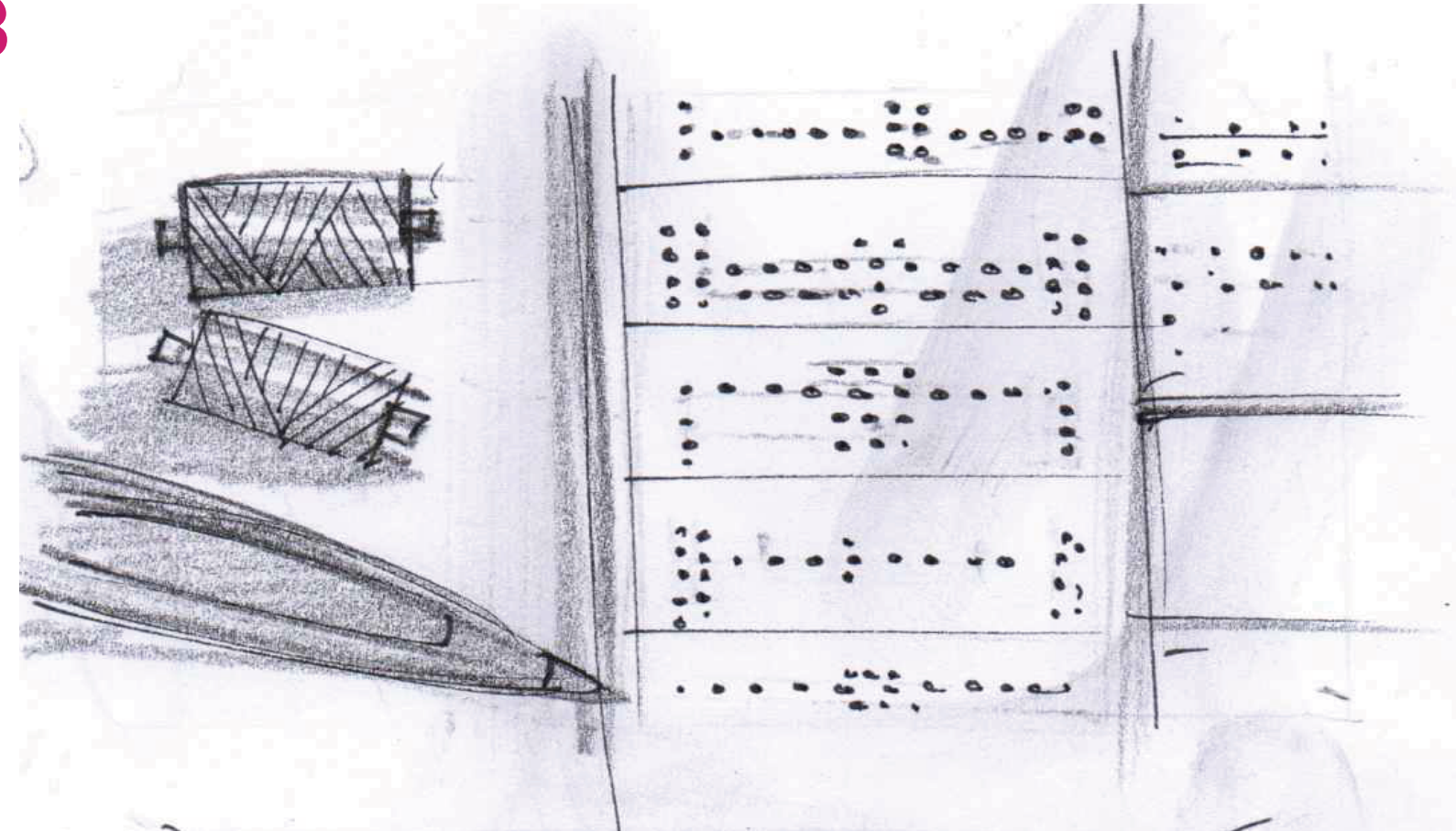


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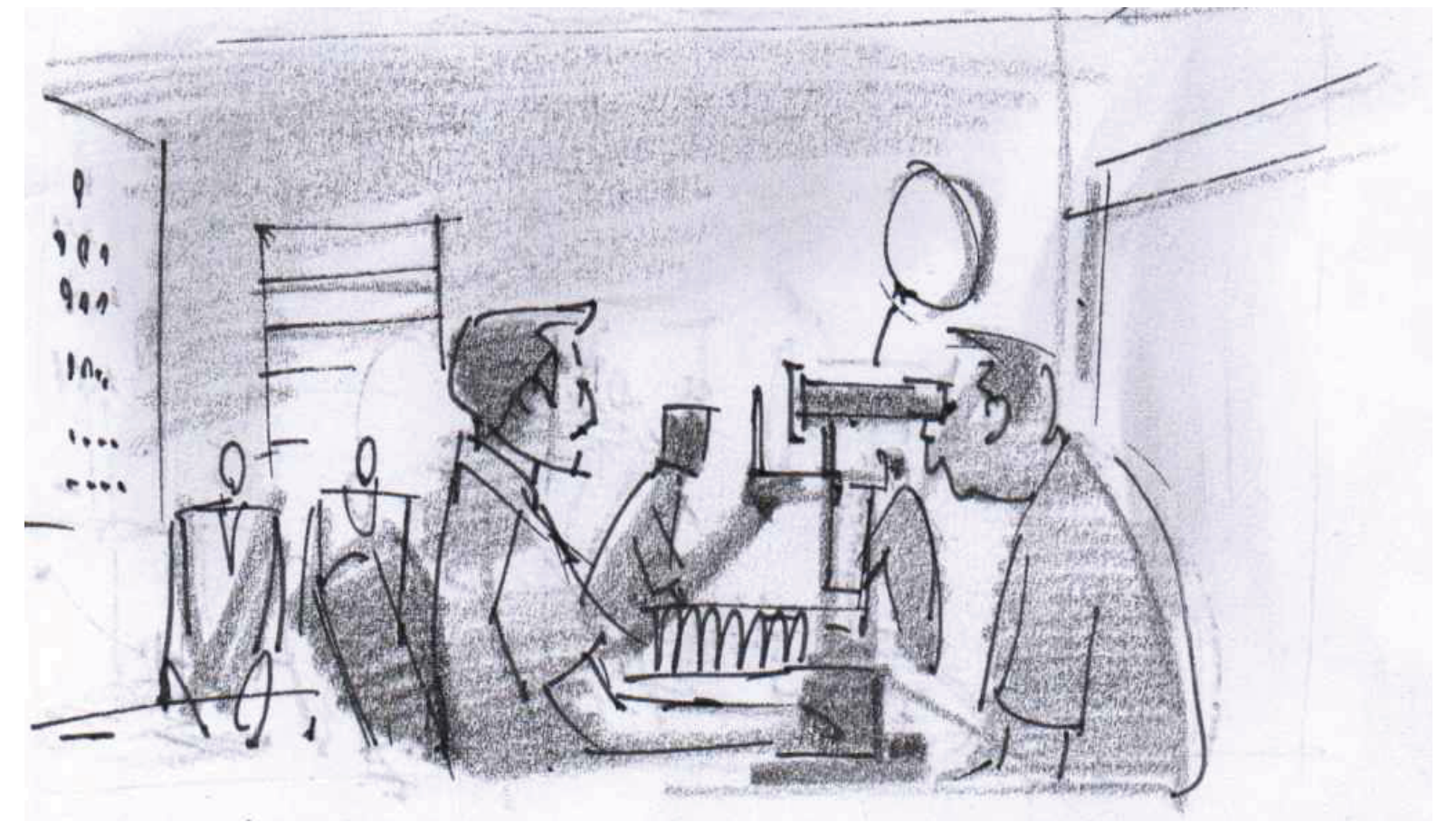


FILM
Storyboard
13-16

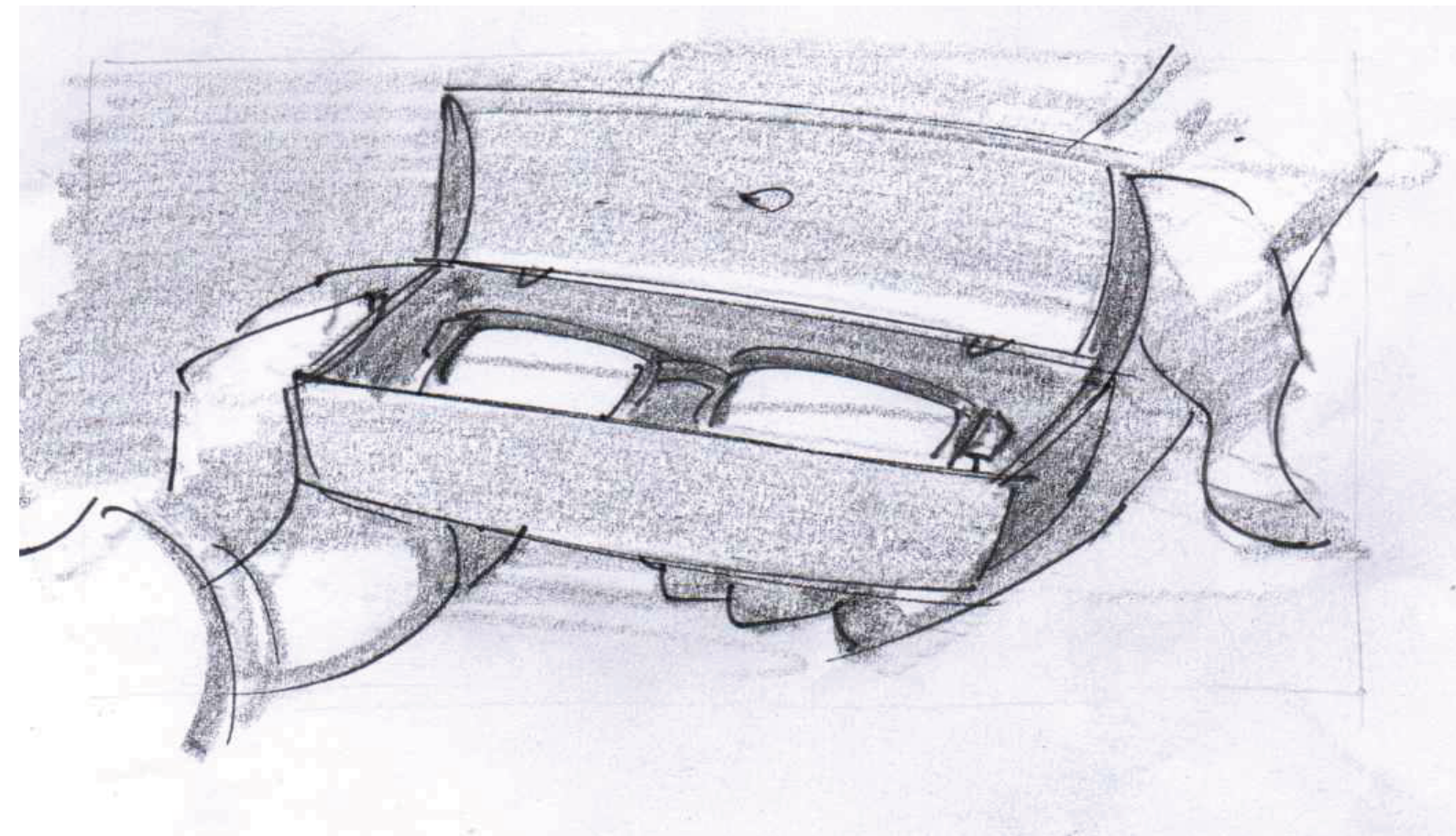
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FILM
Storyboard
17-20

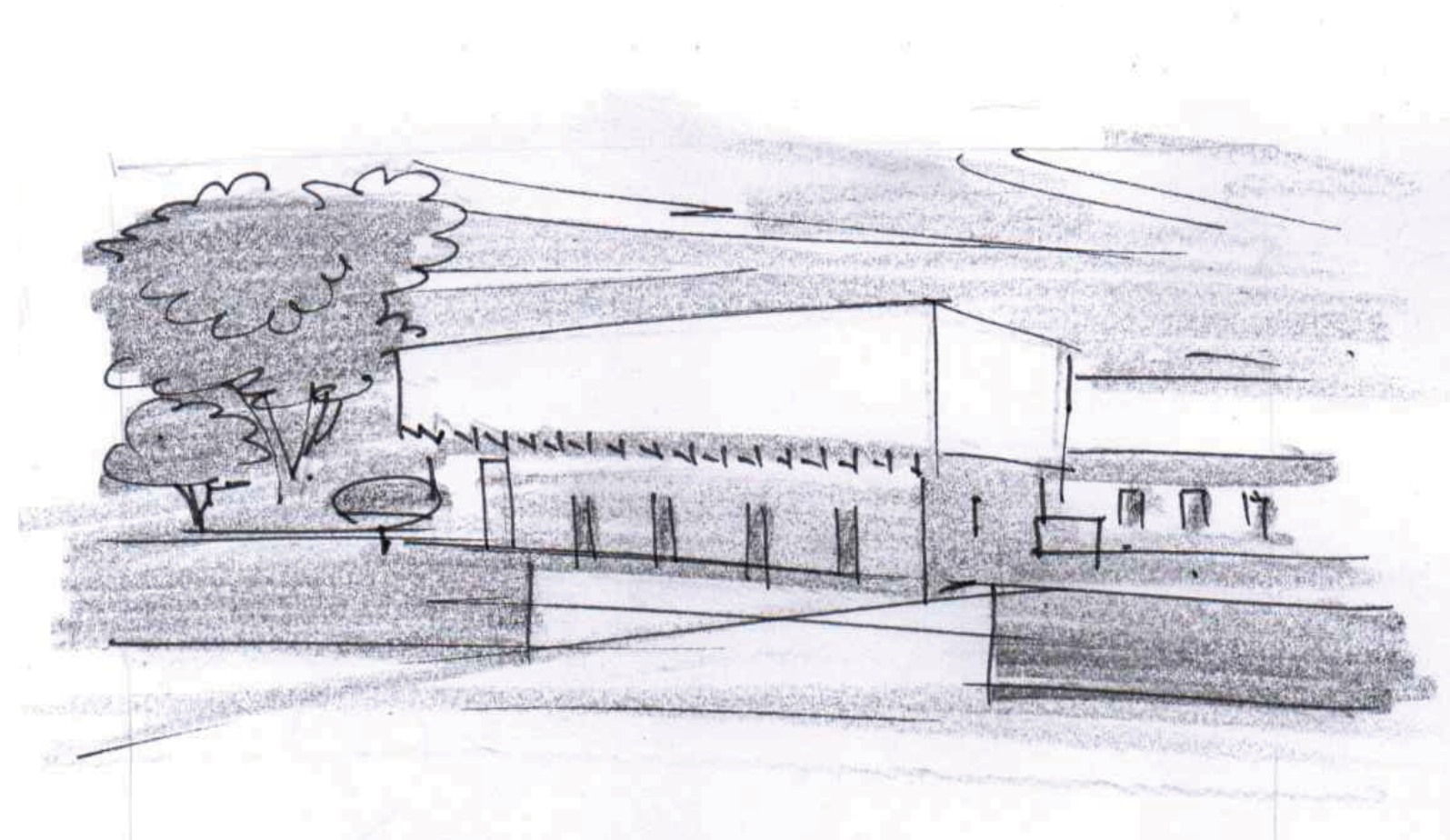
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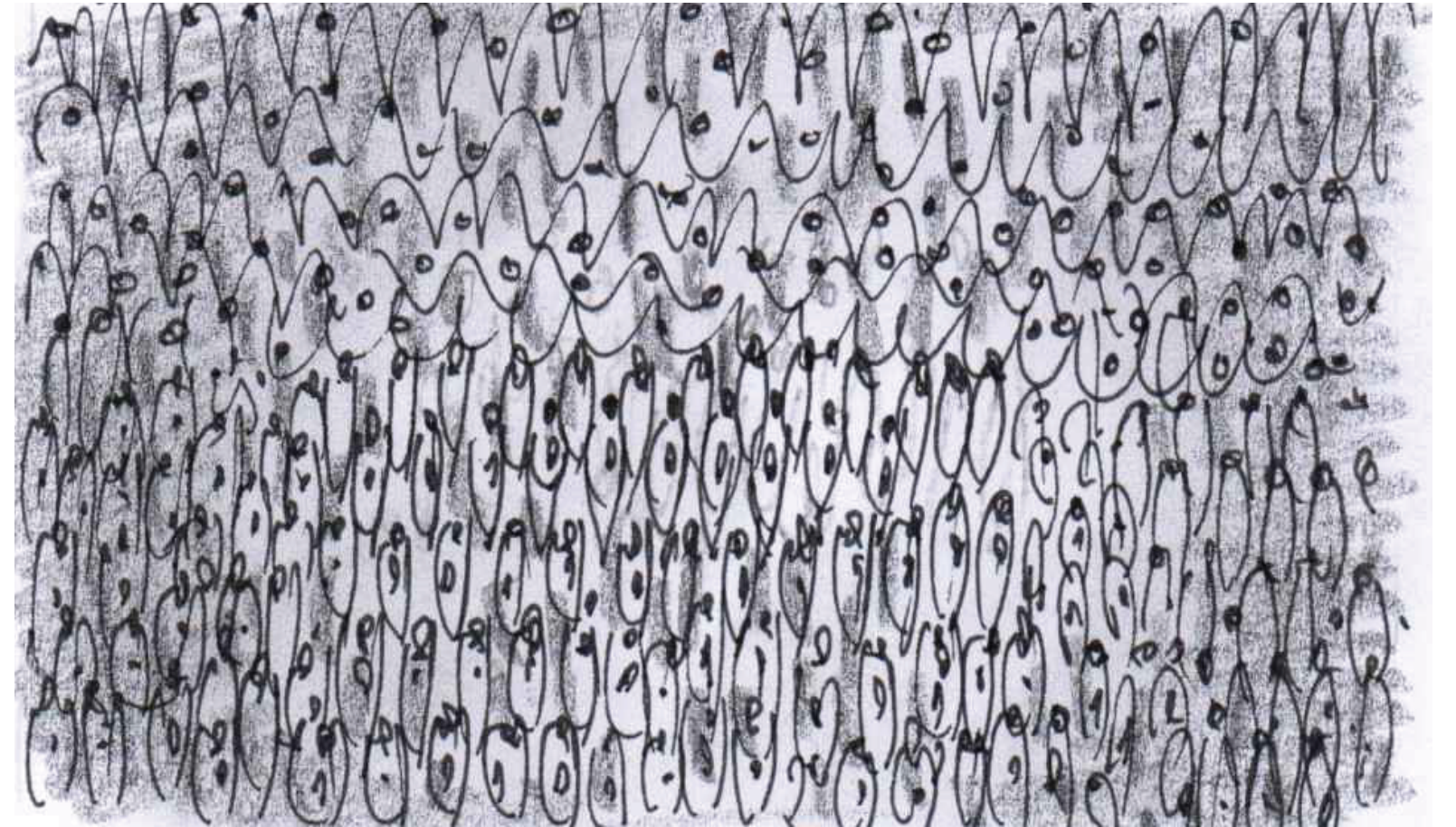


FILM
Storyboard
20-23

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