

Eckova is a full service production house registered in Pakistan (NTN ID 1042933-6) since 2004 with an international presence and is comprised of seasoned industry professionals. The core teams are made up of experienced directors, trained camera people, editors, animators, sound and music professionals, researchers and scriptwriters. The team members bring years of rich experience from across the pre and post-production processes. There is full command of all local languages and dialects including Arabic, Farsi, Urdu, Hindi, Punjabi, Pushto, Pahari and English.

Eckova is known for producing high quality content adhering to international standards. It is the choice production facility for a number of international groups operating in Pakistan. Eckova specializes in producing films that raise awareness of vital social issues in education, public and community health, water, human rights, gender, environment and pollution, child abuse and child labor, poverty, extremism and tolerance, relief work, rural development, disaster risk management, peace and security, civil society, historical and cultural preservation and refugees. Our films are used by many development organizations for awareness- raising, advocacy and fund raising. s

We have worked with a number of international and local donor agencies and NGOs, including WWF, DFID, NRSP, Diakonie, USAID, ActionAid Pakistan, Pani Pakistan, ADB, Asia Foundation, Marie Stopes and more. Our projects include Good Governance, Child Labor, Voting, Elections, Natural Disasters, Disaster Risk Management, Community Development, Water Crises, Family Health, and many more. We are affiliated with the Karachi University Dept of Visual Studies to collaborate with the development of their film department. A new magazine “Media For Change” is due for publication in March. This inaugural issue is on Water and has as its readership the development and civil society sectors.

Eckova is unique, in that the senior members of the organization are experienced in working with non profits, NGOs as well as development and donor agencies not just from a media perspective but also in terms of their requirements, projects and objectives. The CEO works in a consulting capacity with a number of national and international organizations, including ADB, DFID, TRDP, etc. He also serves on the board of, and advises organizations working in water, waste water, food, livelihood, and gender equality, and involved in a number of civil society initiatives.

We are ideal partners for NGOs, nonprofits and development agencies, requiring films and media for fund raising, documenting works, and delivering knowledge and training.

Our in house services include.

- Concept Development
- Research
- Scriptwriting and Storyboarding
- Sound, Lighting, Electric, etc.
- Edit and Post production
- Titling
- Sound and Music
- Preproduction
- Story Development
- Shoots and Production
- Locations and Studios
- Motion Graphics
- Animation and 3D
- Voiceover

Experience / Competencies

Eckova is a professional film production company with demonstrated experience in film production related to humanitarian and developmental issues: Our focus is film and media production for development agencies, nonprofits and civil society organizations. We specialize in films on social issues and related to development. We believe that film and media that touch the heart and engage the human interest of the audience are a powerful method to engage the viewer, educate, inform, activate and build a personal interest and motivation for social good and for change. Since its inception as a film production company, and prior to that through the personal expertise of the CEO, Eckova has made a commitment to this specific humanitarian and development area as evidenced in the films listed, and in his personal involvement on boards and in the community for water and health.

Longstanding experience in covering subjects in a sensitive context and challenging environment. Our film shoots have taken our teams to a wide variety of locations in Pakistan under difficult conditions and environments and on culturally sensitive topics. Our team consists of both women and men, enabling us to interview and film women and getting views and topics in a personal manner that would not be possible with an all male crew. We have worked in areas ranging from the deserts of Thar to the mountains of Kashmir, from urban areas of Karachi, Faisalabad, Peshawar in all community levels, coastal communities of Sindh and Balochistan, Afghan refugee communities, small mountaintop communities and isolated farms, and the full length of the Indus from Skardu to the Arabian Sea. We were on location shortly after the earthquake in Kashmir, and have shot films in the dangerous areas of NWFP and Balochistan in late 2008 to interview families affected by violence in their communities. We are aware of the technical challenges of filming in areas with challenging environments and have successfully managed to prepare, interview and film under these conditions. Our teams from the director and producer to the assistants have all been involved and are committed and personally interested in the aims of creating films that have a social message.

Creativity and innovation in film making. In all of the films we take the creative lead in developing the concept and script. The creative direction and developing a story line and approach is a very strong component of the skills that we bring to film production. For example when approaching the Earthquake anniversary story concept for the Asia Foundation, we suggested a story line of finding Americans that had worked in the earthquake relief and what happened to their attitudes / and also Pakistanis that had a first time meeting and working with Americans and how the experience changed them. The film was a success in threading the story of the earthquake and relief efforts but through the strong storyline of a few key individuals.

Using latest technology in film making. We are equipped with high definition video cameras that produce quality that is high broadcast standard for international television broadcast. Our editing equipment includes 10 Apple/ Final Cut Pro editing stations; music and animation workstations. We regularly upgrade software, hardware, cameras, lighting to meet the needs of the highest standards of video production suitable for international broadcast requirements.

Proven ability in team work. All of our films are the result of team work. Our teams have years of experience in working together and have a high degree of respect for the skills that each bring to the finished product. Each member of a film team is important to make for a fine finished film.

Ability to work autonomously. Although our work is always collaborative with our clients we take the project in hand and manage the full flow of the work and will identify the information and help that we would need from you to do the film effectively. We do need initial background information, and interaction during the development of the script, identification of locations, projects and individuals and suggestions on the logistic. All the remainder of the project is done by the Eckova team and then viewed by your appointed person(s) at specific milestones for First Cut / Final Cut on each of the films. Our team has senior and experienced people who are used to managing the full project.

Ability to work under high pressure and in difficult situations. Many of our film projects have taken us to difficult areas and high pressure situations. Our film with ActionAid took us to extremist areas, we worked in the earthquake area while still in devastation, we have worked in refugee camps and on HIV projects. We consider this to be part of the nature of our work since we have chosen to specialize in this social and civil society sector.

Ability to keep deadlines. The initial step of every project is to develop a detailed timeline and project plan. Once the concept, script, locations, shot list, interview list are developed the timeline is expanded to develop to include the location shoots, logistics, shooting and interview schedules. Specific information and time requirements on what is needed from your team at the UN and the meetings are identified. Milestones are setup for deliverables – draft and finalized script, shoot schedule, First Cut, Final Cut for each of the films. The production manager is in regular contact with your project manager to discuss details and changes that may come up based on contingencies e.g. strikes, weather, political events that may impact the schedule. The schedule also allocates the time required for the feedback and any information we need from your team to proceed to the next step.

Professional Competency. Our producers and directors are not only technically competent but also have full experience in developing concepts and scripts and creative direction. Our core people have international and Pakistan experience and a depth of understanding of the issues as well as the technical know how of translating these to a powerful story.

Management and Senior Staff

- **Sarwar Mushtaq** is the founder and CEO of Eckova Productions producing documentary works focused on the human condition, especially poverty, children, and women against a South Asian backdrop. He has worked in a producer director capacity on films about the earthquake, first time voters, disappearing coastal communities, educating the girl child, afghan refugees, rites of muharram, madrassas, and others, funded by organizations such as The Asia Foundation, Australian Aid, USAID, DFID, and WWF. Sarwar is also the founder and CEO of Rudewater.com specializing in licensed stock footage from South Asia and the Middle East. His footage has been used in a number of international documentaries and feature films. He is also the chairman of Aleph Inc. - a technology company providing consulting and solutions to nonprofits and NGOs. He is a member of the advisory council for the visual studies and film studies programs at Karachi University. Sarwar sits on the board of Hisaar Foundation, a foundation for water, food and livelihood security and media chair for the Karachi Water Partnership. He is a founding member of Special Olympics Pakistan.
- **Denise Davies** our Director, project development, has lived and worked in Pakistan for over 10 years and traveled extensively throughout the country. Her work includes engaging the customer, understanding the requirements and translating them into a structured project and project plan. She is also directly involved in research, concept development, direction and post production. Denise is a consultant and trainer on online media strategy development for nonprofits and NGOs.
- **Asim Naqvi** is the Director, Communications of Eckova Productions where his responsibilities entail marketing, visibility, credibility, image building and communication planning. With over 15 years of experience in the media industry where he has chaired corporate positions at Unilever, Lowe & Rauf Advertising, Evernew Concepts and JWT. He has experience across many key market sectors including FMCG, Retail, Publishing, Media, Telecoms, Travel, Sports, Radio, TV, Real Estate, Non Profits and Pharmaceutical amongst others. He has strong strategic and change-management abilities as well as line marketing and advertising experience across all elements of the mix. This includes creative development and media planning and buying across TV, press, outdoor, radio, direct marketing, brand activation and other media. He also has extensive experience in digital media, brand partnerships marketing and other new marketing channels.

- **Nadeem Ahmed** is a producer director specializing in documentaries. He enjoys working on projects of social and environmental significance. Some of his recent projects include a 30 day march from Skardu to Keti Bandar, documenting the Indus River. The team consisted of 50 walkers and a crew of six. A film for DFID “The Change Agenda” on Faisalabad government. “Unheard Voices” filmed in extremist areas of NWFP and Balochistan where he managed the crew.
- **Zoe Viccaji** Director Comprehensive Disaster Relief Services, Pakistan; Director, Muharram; Research, editor, David Grubin Productions, NY, Neil Davenport Films NY, Citizens Archive of Pakistan. Education Hamilton College, NY, Art / Sociology; Glasgow School of Art. Honors. Women’s Empowerment Series, Hamilton College.
- **Marriam Azam** Director, Aap Ka Vote, Director Aaj Bazaar Mein, Producer Aaj TV Cooking with Zainab; Director When Mountains Moved; Widows of Kashmir. Bachelors Degree in Film & Media Studies, University of Irvine, CA; Major in Film & Media Studies, Santa Monica College, CA. English native speaker. Urdu / Hindi Fluent. Japanese elementary, Spanish conversational.
- **Furqan Danish** is a film production manager specializing in documentaries. He enjoys working on projects of social and environmental significance. His projects include a film production shoot in Kashmir for NRSP. The films will be used for awareness raising on disaster management and for training community workers. WWF “Indus for All” to document the eco-communities of the lower Indus.

Films (Selected)

FILM: When The Mountains Moved
FUNDING: USAID
COMMISSION: The Asia Foundation
SUBJECT: Survival and Friendship in the 2005 earthquake
YEAR: 2006

FILM: Aap Ka Vote
FUNDING: AUSAID
COMMISSION: The Asia Foundation
SUBJECT: Empowering First Time voters for 2008 elections
YEAR: 2007

FILM: Empowering Coastal Communities
FUNDING: EU
COMMISSION: WWF
SUBJECT: Poverty Alleviation, Livelihood, Ecosystem, Mangroves and Marine Life
YEAR: 2006

FILM: Saving The Indus
FUNDING: UNDP, THURAYA, COKE, UNILEVER AND OTHERS
COMMISSION: PANI PAKISTAN
SUBJECT: Walk to Save The River Indus
YEAR: 2007

FILM: Faisalabad-The Change Agenda
FUNDING: DFID
COMMISSION: GHK/SPU
SUBJECT: Impact of process and behaviour change on service delivery
YEAR: 2007/2008

FILM: Community Based Disaster Risk Management
FUNDING: Diakonie
COMMISSION: NRSP
SUBJECT: 2 films on training communities to respond to disasters
YEAR: 2008

FILM: Voices Unheard- Behind the politics of conflict
FUNDING: ActionAid PK
COMMISSION: ActionAid PK
SUBJECT: Lives of the common people and their suffering from violence
YEAR: 2008/2009

FILM: Indus For All
FUNDING: Royal Netherlands Embassy
COMMISSION: WWF Pakistan
SUBJECT: First of 5 films on the diverse eco system of the lower Indus region
YEAR: 2008/2009