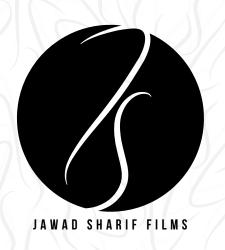
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# TELLING UNTOLD STORIES

#### COMPANY PROFILE | JAWAD SHARIF FILMS

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AN AWARD-WINNING FILM PRODUCTION COMPANY BASED IN PAKISTAN. WE AIM TO EDUCATE, ENTERTAIN, AND MAKE A SIGNIFICANT SOCIAL IMPACT WITH OUR FILMS.



### **ABOUT US**



From partnering with international film production companies to not-for-profit organizations of global repute, Jawad Sharif Films has set new standards in the local industry. With flagship feature films projects such as "Indus Blues" and "K2 and the Invisible Footmen," the work from Jawad Sharif Films has been screened in dozens of film festivals in 6 continents for more than 10 years. This includes several prestigious award wins with special mentions at some of the best film platforms around the world.

From a narrative point of view, we dedicate our work to contemporary and demanding topics. These include current social challenges in demography, the environment and culture. Our focus lies with social responsibility and a critical yet constructive approach to Pakistan as well as international history.

We are very ambitious to design up to date productions. Our portfolio not only includes transmedia narratives but also arts and culture related projects. Our strengths lie with data-driven stories and its audiovisual presentation on cinema, television, and digital.



## **OUR MISSION**

Our mission is to tell stories that illuminate unexplored areas and spark new and meaningful conversations in societies around the world.

We believe that the artistic and journalistic essence of filmmaking must take precedence over commercial objectives. Therefore, we strive to work on subjects that have been overlooked and have been left out of the mainstream conversation.

We aim to address our audience as equals and entertain and inform on the highest creative and narrative level.

Along with this, we challenge ourselves in expanding the possibilities of documentary film as a viable medium in reaching audiences in ways narratives alone cannot. Combining creative elements praised in narrative with the raw dimension of documentary allow us to achieve more compelling work.





### **OUR STORY**

IT TAKES ONE STORY TO CHANGE THE WORLD

It is always the first step that leads to succeeding milestones. My deep-seated passion for storytelling and cinema led me to venture into the uncharted territory of the entertainment industry, where I found myself working in commercial television. While I enjoyed success in the field as a director of commercial TV dramas, TV serials, TVC's and music videos, I had always an urge to explore new horizons. As a visual storyteller, documentary filmmaking was an ideal medium for my creative self-expression and the stories I wanted to tell. This transition into an independent filmmaking empowered me but was not without struggle and challenges.

I founded Jawad Sharif Films as a creative space for visual storytelling and a vehicle for social change. Concerned about the intolerance that infiltrated the country's diverse cultural fabric, I knew I wanted to explore stories that projected Pakistan's diversity. Indus Blues, K2 and the Invisible Footmen, Natari, Color of Smog, and The Losing Side aresome of our films that have empowered and encouraged me to tell untold stories. These films have helped spark dialogue making cultural, environmental, and human rights issues part of the mainstream media. Screened in more than 100 countries at around 200 international film festivals, winning laurels,

national, and international awards, through their exploration of diverse themes and perspectives, these films have enriched the understanding of the human experience by fostering empathy across cultures and borders. Pakistan's diverse landscape is rife with stories. Stories that barely make it to the mainstream media are waiting to be explored, told, and cherished. And this is reason enough to fuel my passion to give voice to people and communities that are often marginalized and underrepresented in the mainstream media. My struggle for more inclusive and diverse conversations around social issues will continue in the hope of influencing public opinion by providing a perspective that challenges commonly held beliefs and stereotypes.

JAWAD SHARIF
Director/Filmmaker





# TED - A NEW ERA<sup>(2022)</sup>

JAWAD SHARIF HAS REPRESENTED PAKISTAN AT THE TED GLOBAL STAGE



The TED Fellows program is one of the most competitive and highly selective fellowship programs in the world. In this program Jawad Sharif represented Pakistan as a filmmaker among a cohort of creative minds and trailblazers that spanned across five continents and represented 14 countries. He was chosen for his remarkable achievements in his field and the potential impact of his work.

"Documentary is a space for debate, a space for dialogue, a means to challenge the darkness of this society. And there is so much darkness around us. Our internal fire and spark is the only way to eradicate it. And that is my power to continue." A Snippet from Ted Talk

"3 stories of Pakistani resilience, told in film"

For Official ted Talk – Please Visit http://go.ted.com/jawadsharif





## AWARDS & HONORS

Feature Documentary: 'Indus Blues'































## AWARDS & HONORS

Feature Documentary: 'K2 & the Invisible Footmen'













































## MEDIA PROJECTION

Our films have created waves in both local and international print media including DAWN, TRIBUNE, THE WIRE, FIRST POST and THE NEWS INTERNATIONAL and initiated the much-needed debate about this aspect of culture and human rights in Pakistan.





## FEATURE-LENGTH DOCUMENTARY PROJECTS

### INDUS BLUES

Pakistani folk artists talk about their struggle to keep a fading art form alive while reminding the world what they are about to lose.

Shot in over 15 locations across Pakistan, a musical feature documentary highlighting the plight of the folk musicians and craftsmen of Pakistan and the state of their dying art.

The diverse cultures around Indus, with over 70 spoken languages, have deep roots going back centuries. Despite the richness of the various cultures flourishing along the mighty Indus river, their sounds have faded to the background in a world dominated by modern musical instruments. Filmmaker Jawad Sharif takes us on a journey spanning a thousand miles from the Karakoram Mountains to the southern coastline, capturing the little-known ethnic, linguistic, and musical diversity and humanism of the cultures of the Indus.

In Pakistan, a country riddled with political turmoil, economic challenges, and social identity crisis, folk musicians and instrument craftsmen find it hard to survive and sustain their art. We hear accounts of the struggle of the featured artists with terrorism, economic difficulties, and social issues surrounding music and dance. Each one of them affecting their survival.

Indus Blues is a film unlike any other because not only does it showcase the unique performances of these rarely seen musical instruments but also take the audience on a trip across the landscape of Pakistan. In many cases, these performances feature the last remaining maestros playing their respective instruments.

Indus Blues is an exploration of this age-old musical tradition and its state in the modern world.

The documentary has so far won **15** international awards after its release in early 2019 and got official selection in **25** prestigious international film festivals.

https://jawadshariffilms.com/our-projects/indus-blues/



A FILM BY JAWAD SHARIF

# Indus Blues

THE FORGOTTEN MUSIC OF PAKISTAN

6 PRODUCERS ADEEL MALIK & MOHSIN REZA NAQVI CINEMATOGRAPHER ASMAT BASHIR
WHITEN BY HAROON RIAZ ERITED BY JAWAD SHARIF & ASMAT BASHIR ASSISTANT DIRECTOR AHMAD WAQAS
PROJECT COORDINATOR MEHNAZ PARVEEN ORIGINAL SOUNDTRACK VARQA & IBRAHIM AKRAM
COLOR GRADE
COLOR

WWW.JAWADSHARIFFILMS.COM/PROJECTS/INDUS-BLUES/

MODUSELUE SFILM **f**/induselue sfilm







# PRESS & MENTIONS

#### **BBC Urdu**

Indus Blues wins two major awards in India - BBC Urdu

Published in: BBC Urdu

Article Link: https://www.bbc.com/urdu/entertainment-46997506

#### **Arab News - UAE**

Director hits the right note with film on folk music

Published in: Arab News - UAE

Article Link: http://www.arabnews.pk/node/1397076/pakistan

#### **Express Tribune**

'Indus Blues' wins big at Jaipur International Film Festival

Published in: Express Tribune

Article Link: https://tribune.com.pk/story/1896531/4-indus-blues-wins-big-jaipur-international-filmfestival/

#### The Wire

Jawad Sharif's film takes the viewer through a musical journey across the Pakistan

Published in: The Wire - India

Article Link: https://thewire.in/south-asia/indus-blues-musical-traditions-pakistan-documentary







ISLAMABAD, Jan 24 (APP):Pakistani Documentary Film "Indus Blues" directed by filmmaker Jawad Sharif has won the "Best



ndus Blues documents the many disappearing musical traditions of Pakistan. Photo: Still courtesy Indus Blues

#### SOUTH ASIA

#### 'Indus Blues' Documents Musical Traditions Dying out in Pakistan

The documentary captures the lives of traditional musicians, those that craft their instruments and the challenges they face.



# TV CHANNELS PUBLICATIONS/ INTERVIEWS

#### **Geo News**

Title: Documentary Film "Indus Blues" Aalmi Film Award Ke Liyey Naamzad – Geo Pakistan Video Link: https://www.youtube.com/watch?v=FNKiDrTQjS4

#### **BBC Urdu**

Title: Jawad Sharif on BBC Urdu about Indus Blues Video Link: https://www.youtube.com/watch?v=JPzez6-wZk4

#### **Voice of America**

Title: Pakistani Documentary Indus Blues
Video Link: https://www.youtube.com/watch?v=Brpppb\_uaB8

#### **PTV News**

Title: World This Morning – Jawad Sharif

Video Link: https://www.youtube.com/watch?v=-TXV2xbfc-g

#### **Hum News**

Title: Jawad Sharif on Hum News - Indus Blues Song Mai Dhai Video Link: https://www.youtube.com/watch?v=oMpXDzTWymQ





# K-2 & THE INVISIBLE FOOTMEN

The selfless porters of the Karakoram and Himalayas give an insight into their lives, which are as rugged as the terrain they conquer to help mountaineers reach the summit.

K2 & the Invisible Footmen documents the unsung efforts of Pakistani porters, who for decades have facilitated the ascent on the second highest and perhaps the most challenging mountain on Earth.

Located on the border between Pakistan and China, K2 is the second-highest mountain on Earth. For many climbers, it is an even greater prize than Everest, with limited routes, a steeper ascent, and a harder push to its summit. Nicknamed the 'Savage Mountain,' K2's peak juts unprotected into the atmosphere, regularly exposing climbers and porters to life-threatening weather conditions.

Despite being paid at rates far below those received by international expedition leaders, such porters—whether they provide critical supplies to expedition base camps or take on higher-altitude tasks in support of ascending climbers—do some of the most difficult and dangerous work and these efforts make them worthy of recognition as the true heroes of mountaineering.

The film also follows the first official all-Pakistani climbing team, made up of former porters, who successfully summited in 2014, in celebration of K2 60th anniversary. Amid breathtaking scenery, the film depicts the everyday sacrifices of porters and the courage of those indigenous climbers who choose to return to scale K2 in spite of past tragedies. In their striving to perfect their craft, these mountaineers provide a fresh look into the cultures and national traditions of Pakistan, a country typically portrayed in the foreign media as merely a land of conflict and sectarian strife.

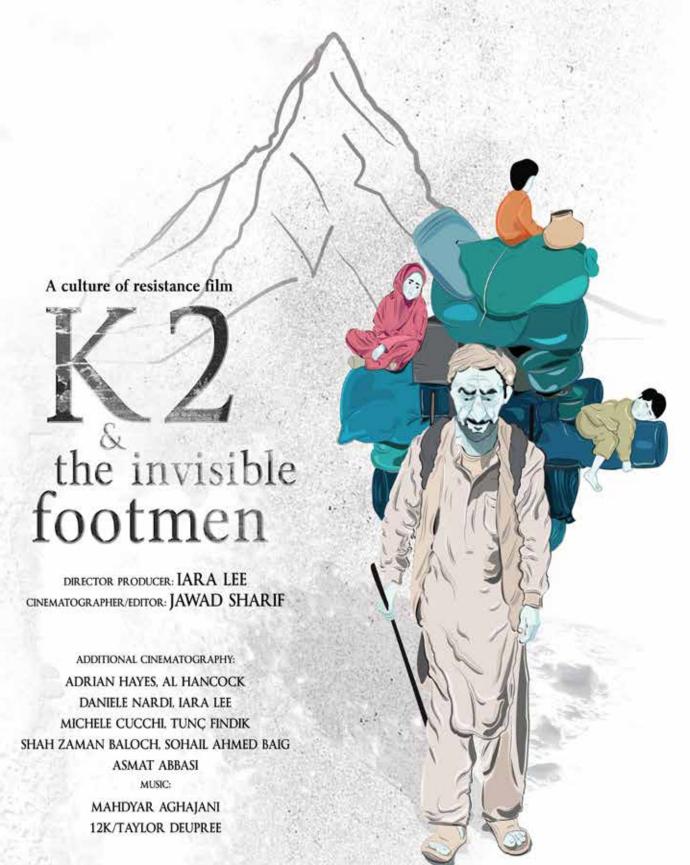
The documentary film won **40** International Awards and screened at more then **100** International Film festivals.

https://jawadshariffilms.com/our-projects/k-2-the-invisible-footmen/



#### Caipirinha Productions Presents

in association with JAWAD SHARIF FILMS





# PRESS & MENTIONS

#### The Express Tribune

#### Retracing steps of invisible footmen

Published in: The Express Tribune

Article Link: https://tribune.com.pk/story/1024189/retracing-steps-of-invisible-footmen/

#### **Instep Today**

#### Jawad Sharif's K2 and the Invisible Footmen heads to Amazon Prime Video

Published in: Instep Today

Article Link: https://www.thenews.com.pk/magazine/instep-today/455397-jawad-sharifs-k2-and-theinvisible-

footmen-heads-to-amazon-prime-video

#### The News International

#### Jawad Sharif's K2 and the Invisible Footmen to be screened in France

Published in: The News International

Article Link: https://www.thenews.com.pk/magazine/instep-today/477780-jawad-sharifs-k2-

and-the-invisible-footmen-to-be-screened-in-france

#### Outsider

#### 14 of the Best Things to Watch on Amazon Prime for Adventure Lovers

Published in: Outsider (Ireland's Adventure Magazine)

Article Link: https://outsider.ie/lifestyle/adventure-videos-on-amazon-prime/



For more Reviews & Articles Please Visit www.jawadshariffilms.com/press



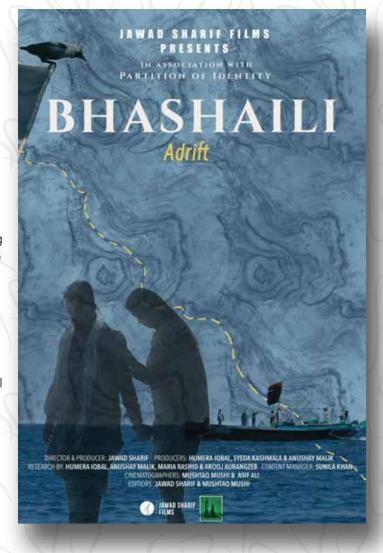
# BHASHAILI (ADRIFT)

Bhashaili tells the story of Pakistani Bengali's living in Karachi, many of whom face issues around citizenship and Statelessness despite being in their fourth generation. We follow the everyday stories of young and old Pakistani Bengalis as they chase their dreams, find love, stand up for injustices, and face despair around their lack of recognition in Pakistan.

Bhashaili, the Bangla word for Adrift explores the everyday stories of Pakistani Bengalis living in Karachi, including their loves, losses and the challenges they face around citizenship.

"The bustling megacity of Karachi is home to a vibrant community with deep connections to the sea—the Pakistani Bengalis. Residing primarily in specific neighborhoods, this community enriches Karachi life with its cultural diversity. However, it also grapples with issues of citizenship and statelessness that persist across generations.

We delve into the daily narratives of young and old Pakistani Bengalis as they pursue their dreams, find love, champion justice, and confront despair resulting from their lack of recognition in Pakistan.



'Bhashaili,' the Bengali word for adrift, encapsulates the tale of a marginalized community that, amidst the ever-evolving city of Karachi, finds room to dream and aspire."

https://jawadshariffilms.com/bhashaili/



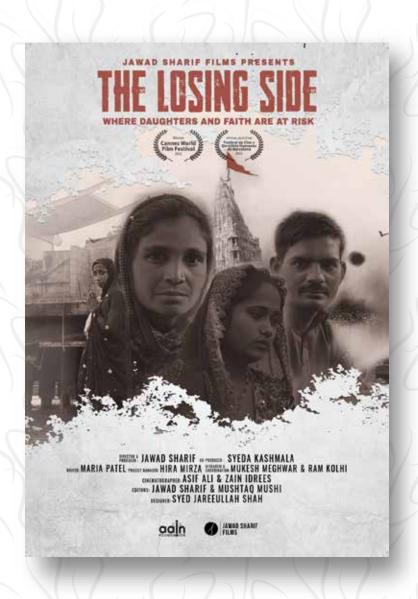
# THE LOSING SIDE

### BEST HUMAN RIGHTS FILM AWARD CANNES WORLD FILM FESTIVAL (2023)

Four women decide to take the road less traveled. After being forced to convert and marry, they decide to raise their voice against this injustice. The system fails them but their loved ones stand by them. The Losing Side documents the accounts of four such women who have been victims of injustice. Alongside this, various activists, politicians, and legal experts involved in these stories further the conversation as to why such a practice continues to occur regularly. The documentary sheds light on all the legal, social, and religious aspects of this.

In rural Sindh, at least four million people belong to Hindu religion which is broadly accepted as a religious minority community. Due to historic rural-urban imbalance, religious discrimination and lack of streamlining into society, they are amongst the most marginalized communities in Pakistan.

https://jawadshariffilms.com/the-losing-side/



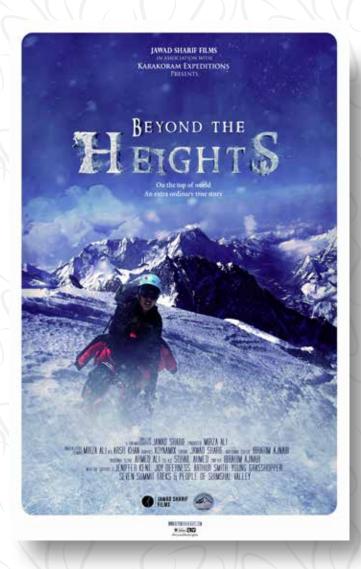


# BEYOND THE HEIGHTS

A true story of an unlikely and reluctant girl from the remote valley of Shimshal who becomes the first woman in her country to scale the highest mountain in the world.

A documentary film about a young Pakistani Mountaineer Samina Baig, who became the first Pakistani woman to scale Mount Everest at the age of 22.

Beyond the Heights' is the true, real-life story of Samina Baig, a young Pakistani girl who created history on May 19, 2013, when at the still tender age of 21 years, she became the first Pakistani woman to successfully ascent the highest peak on the Planet, Mt. Everest. Her achievement, remarkable as it is, assumes an even more superlative dimension, when seen in the light of her background and the challenges she faced, no less Gargantuan than those Everest itself presented. The documentary 'Beyond the Heights' captures Samina's life and journey to the top of Everest in a spectacular, heartwarming way.



Overcoming the towers of hardships, it is a story that will forever be a source of immeasurable inspiration for all women determined to conquer the mountains in their own chosen fields.

https://jawadshariffilms.com/our-projects/beyond-the-heights/



### NATARI

# SCREENED AT COP26: TOGETHER FOR OUR PLANET OFFICIAL SELECTION FOR CLIMATE CRISIS FILM FESTIVAL (2021)

Fisherman, artist, and political activist Ayoub Sehto and his educated son are stranded with their family on the inhospitable island of Kharo Chan in the shrinking and sinking Indus Delta, void of drinking water and fishing opportunities due to climate change, and struggle to migrate to a mainland city for a better life.

The wilderness of the Indus Delta amid the creeks where the freshwater of River Indus supposedly meets the Arabian Sea, the island of Kharo Chan sits right on the edge of the coastal district of Thatta in the Sindh province. Only about 20 families are left on the deserted island, the bulk of the population of which has already migrated to mainland towns such as Karachi, Thatta, and the closest town Bhagaan. This is the story of fisherman, artist, and political activist Ayoub Sehto who is vocal but helpless about the tightening noose of climate change, forcing him to gasp for air by dreaming about migrating to the mainland where he could offer better education and a better life to his children and extended family. But most of all, worthy employment and happiness to Ayaz Gul Sehto, his educated eldest son.



Natari, literally anchor of the boat in the Sindhi language, tells the story of the potential conflict caused by climate migration and its impact on local communities and families such as that of Ayoub Sehto in the Indus Delta region.

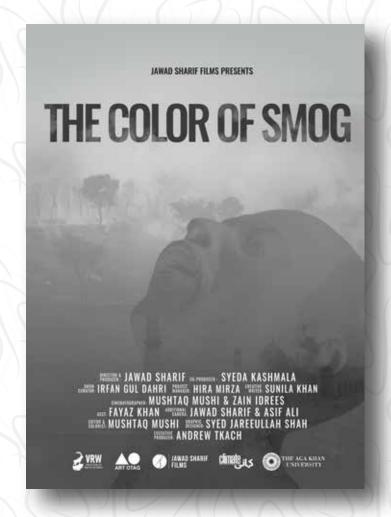
https://jawadshariffilms.com/our-projects/natari/



# THE COLOR OF SMOG

Sixteen visual artists in Lahore take on the task of expressing the impact of climate change in general and smoke in particular through their art work presented in The Smog Show, exhibition curated by Irfan Gul Dahri.

Lahore, known for its gardens, historical sites and a cultural hub, has been in the news for all the wrong reasons; it has been declared as the most polluted city of the world. Reason being its worst air quality. It has left everyone gasping for fresh air, it is not only hard to see and breathe in the smog, and it has left the citizens sick. The city, the health experts say is not fit to live in. It has disrupted life and everyone has felt its impact. Artist being the eyes and ears of a society have also felt its brunt. They thought that it would be unfair if they did not make smog subject of their artwork and express the distress they feel through their art and help it reach a wider audience.



Therefore, sixteen artists took the task of expressing its impact, in their own unique perspective in their art. The exhibition of the artists' work titled as The Smog Show was held in Zahoor-ul-Akhlaq Gallery, Lahore. The documentary showcased the artists' inspiration and process involved in making the exhibits, and the impact of smog on their life and work. The artists' views about the current situation, how to mitigate it and what the future has in store for us all regarding climate change and smog, also presented in the documentary.

https://jawadshariffilms.com/our-projects/thecolorofsmog/



# STRATEGY & CAMPAIGNS

Today's consumers are already speaking visually. They expect your organization to join the conversation. Standalone pieces of visual content — an infographic, a motion graphic, or an interactive piece — are powerful in their own right. Yet, consider the impact of a broader set of goals, a full toolkit of design communication methods, and a single organization working with you to unite these pieces. With a visual communication partner — not just a graphic design agency — the impact of a digital marketing campaign can be so much greater.

### CLIMATE KAHANI

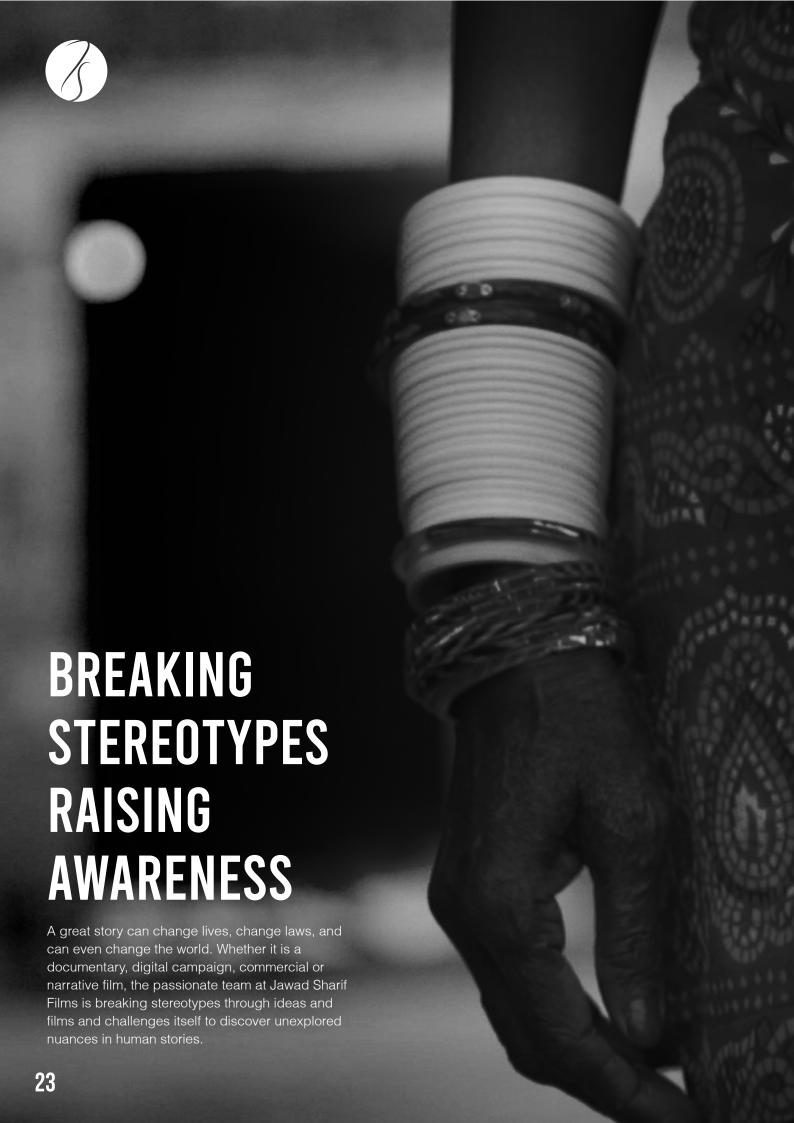


Climate Kahani is a social change and climate awareness project that aims to demystify climate change for a broad audience across Pakistan.

The philosophy behind "Climate Kahani" is to demystify the seemingly abstract concept of Climate Change that remains unnoticed by the public. Climate Kahani is envisioned to be a long term campaign establishing it as an authentic digital source for climate change information in Pakistan but primarily comprise of short documentary stories.

Climate Kahani addresses the urgent issue of conflict driven by climate change through visual storytelling, particularly climate migration, with challenges such as water scarcity, food insecurity, and loss of arable land and livelihood threatening local communities. The campaign aims not only to increase public awareness about conflicts driven by climate change and climate migration but also to influence policymaking in the long term.

https://climatekahani.com





# CINEMA FOR CHANGE



Cinema for Change is an initiative by Jawad Sharif Films to inspire social change through cinema. We believe the film is an artistic expression and a medium that can prove to be a

powerful mechanism of communication to pursue social change and engage with the communities at large. Unlike other forms of media, films can educate, raise awareness and entertain all at the same time. When done well, they can inspire social change and alter the way we see things.

Our wish is to generate open debates and conversations that are far from assumptions that tend to simplify messages by taking them to one place or another.

www.cinemaforchange.com







CINEMA FOR SOCIAL CHANGE MASTERCLASS AT LINCOLN'S CORNER



INDUS BLUES SESSION AT ASIA PEACE FILM FESTIV



FILMMAKING FOR SOCIAL CHANGE - TALK AT THE BLACK HOLE ISLAMABAD



CONVERSATION AND INTERACTIVE SESSION WITH STU-OF IQRA UNIVERSITY ISLAMABAD, 26 FEB,2022



INDUS BLUES FILM SCREENING & DISCUSSION AT COPENHAGEN
INTERNATIONAL FILM FESTIVAL



# MAKING AN IMPACT

100 + AWARDS
250 + SCREENINGS IN PAKISTAN AND AROUND THE WORLD
500,000 + ENGAGEMENT INCLUDING POLICYMAKERS, INFLUENCERS AND ACTIVISTS

#### K-2 & THE INVISIBLE FOOTMEN

Our 2015 full-length documentary K2 and the Invisible Footmen highlights the lives of the indigenous porters who help facilitate treks up K2, the world's second-highest peak at the border between Pakistan and China. At a time when many people hear only negative news about Pakistan, we are proud to use this film to show a different side of the country, focusing on the resilience of its people and the beauty of its environment. As one viewer wrote after a screening, "Thanks for showing the world a different picture and highlighting the most neglected issue! The picturesque mountains, the snow-capped peaks, the deadly crevasses, the simplicity, and the plight of

#### NATARI

Our 2021 documentary Natari, tells the story of the potential conflict caused by climate migration, the continued use of the illegalized bullho net by the powerful, and its impact on local fisher communities and families such as that of Ayoub Sehto in the endangered Indus Delta region. As one viewer wrote after watching film on our YouTube channel "I would say that the team did a phenomenal job at voicing the people of Kharo Chan's opinions, their appeals and their sorrows, their frustration to the government and to us as well in the form of a great film. The film is really moving but heartbreaking too. It is made on a very important issue of Climate Migration and that is greatly





### FEATURE DOCUMENTARIES

Known for its creative documentary films around the world, Jawad Sharif Films has produced & directed innovative non-fiction films on the most unique and unexplored subjects. Ranging from the porters of the Karakoram and Himalayas to the first major female mountaineer in Pakistan and from climate change to the plight of folk and indigenous musicians, Jawad Sharif Films has stayed true to its mission of highlighting social causes that needed greater public attention worldwide.

# SHORT - DOCS SOCIAL/DEVELOPMENT SECTOR

Tell real stories in short documentaries keeping your audience entertained, engaged and informed.

Producing documentaries is something we do everyday. We are always creating content for ourselves and for others. Let us help you tell your story! We have the full crew that can carry this forward at reasonable budgets!

# COMMERCIAL FILMS & ADVERTISEMENTS

Jawad Sharif Films has produced modern and visually stunning commercial films and TV and digital advertisements for some of the leading corporate brands. Utilizing production equipment of the highest industry quality, our concepts for our corporate clients are impactful and relevant in the contemporary market. The production for commercial films is focused on being able to translate multifaceted ideas into a compact message for the conscious consumer.

Our complete portfolio is available online at www.jawadshariffilms.com

### NARRATIVE FILMS

The versatile production team at Jawad Sharif Films is as adept as telling stories in the live action narrative film format as it is proficient in other formats. Whether films short or feature length teleplays, it has made an impact on visually appealing and moving storytelling titles.

# SOCIAL MEDIA SERVICES

Maintaining strong social media communication that supports the organization's ability to achieve its goals is the mandate in an age where more than 90% of consumers are on digital mediums. Keeping pace with the evolving trends in the digital space, Jawad Sharif Films has also produced digital video content in English, Urdu, and all regional languages spoken in Pakistan.



# FOREIGN PRODUCTION ASSISTANCE

Many foreign documentary and film crews often need reliable local contacts to work with in getting productions done. Jawad Sharif Films makes its global mark in assisting networks such as the BBC,Google,Blink,COR Network, Euro News etc.

From production management, translation, research, equipment rental, transportation and accommodations, JSF provides a complete service to foreign productions coming to or needing footage sent from the Pakistan.

Our line-production services projects

https://iawadshariffilms.com/foreign-product-services/





### **OUR CLIENTS**

Moving Humanity Forward Through Collaboration









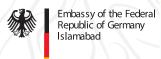






































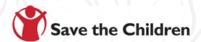






























# INTERESTED IN MAKING YOUR FILM WITH US?

In this curious world that we share, the extraordinary is so easily veiled by the ordinary. So much is overlooked - lost in the busy days and relentless routines. A film can unlock those unseen truths, those unheard thoughts, those unasked questions. Each film that is made leaves a wound on the planet. This is the cruel truth that we face with every project. We are whole-heartedly driven to creating meaningful and innovative films, whilst minimising our environmental footprints.



### **CONTACT US**

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#### Disclaimer:

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