Prasar Bharati Launches 'Page Se Pitch Tak' to Discover New Voices in Indian Storytelling, at IFFI 57

> Ten participants pitch their original scripts before an eminent jury on the inaugural day; winners to be announced on November 24

Goa, 21 November 2026

Prasar Bharati today inaugurated its first Script Pitching Lab, 'Page Se Pitch Tak', at Kala Academy, Panaji, as part of the 57th International Film Festival of India (IFFI). Conceived by Prasar Bharati Chairman Padma Shri Prasoon Joshi, the initiative is envisioned as an annual national platform for emerging writers from across India to pitch original scripts in ten Indian languages across the categories of feature films, documentaries and short films.



Addressing the occasion, Prasoon Joshi emphasised the importance of authentic storytelling rooted in personal experiences and cultural perspectives. He said that Prasar Bharati is committed to nurturing distinct voices and providing a platform for stories emerging from different parts of the country. Every region and folk tradition in India, he observed, carries its own distinctive narratives, which can be truly told and understood through an appreciation of its native culture.



Doordarshan Director General Ms. Rina Sonowal Kouli delivered the welcome address and highlighted the role of the initiative in showcasing India's linguistic and creative diversity.

The pitching sessions feature ten participants presenting their original scripts before an eminent jury comprising Padma Shri Manoj Joshi, actor and National Film Award winner for Best Supporting Actor; Sandeep Balakrishna, author, editor and independent researcher in Indian history, culture and literature; Shree Narayan Singh, filmmaker and editor known for *Toilet: Ek Prem Katha* and *Batti Gul Meter Chalu*; and Anant Vijay, National Film Award-winning journalist, author and film critic, and Vice-Chairman of the Governing Council of FTII, Pune.



The inaugural event was attended by Shri Dhirendra Ojha, Principal Director General, Press Information Bureau; Shri Yogesh Kumar Baweja, Principal Director General and Press Registrar General of India (PRGI); and Shri Prithul Kumar, Joint Secretary (Broadcasting & Administration), Ministry of Information and Broadcasting.

The Script Pitching Lab is being held from November 21 to 23, 2026. Through this annual initiative, Prasar Bharati seeks to connect emerging writers with industry professionals and provide opportunities for their original ideas to be developed into screen productions across feature films, documentaries and short films.

The winners of ‘Page Se Pitch Tak’ will be announced on November 24, 2026.







Read IFFILOID here: https://www.pib.gov.in/iffi/57/iffiLoid.aspx?yr=2026&lang=1&reg=48

* * *

PIB IFFI Team | Rajith Chandran/ Supriya Ghaytadak/ Mohammad Aqib Khan/ Darshana Rane | IFFI 57 - 054