



Company Profile

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keychain films – An Overview

keychain films is a core group of like-minded professionals having experience of varied nature of productions, direction, and broadcasting. The group is close-knit team working together with an ambition to contribute towards betterment of the society.

Most of the productions revolve around social issues, highlighting development interventions of civil society national and international organizations. The core group has an experience of working together for more than 20 years.

In the year 2004, the group started their productions under the umbrella of **keychain films**. *The Company* earned significant referral in a very short span of time.

The Company's film making standards are at par with international broadcast standards, both in terms of technical quality and editorial contents.

keychain films is constantly involved with a number of international organizations for producing documentaries, corporate and training films.

The company has also been working on dramas and entertaining television programs, which we call under "POSITIVE ENTERTAINMENT". Not just entertainment.

keychain films' is committed to produce the best in media entertainment, issue-based entertainment and venture to attain the best excellence in documentary film making. This is evident from our documentary productions and television productions like **Ustadon ke Ustaad** aired from **Express TV**, **Pur Azm Pakistan** aired from **PTV** and travel shows with positive look on Pakistan done in collaboration with **Eyebex films** which have been aired from **PTV** from time to time during last decade.

we believe in a form of communication

where things don't have to be said

....or heard

just be felt.

That's

keychain
films

The Team

Our team has extensive experience in television and film production. The core team has worked together under the umbrella of many companies. The team members put their efforts in the international award winning productions like "**Sohni Dharti**" (Beautiful Land Pakistan), which won the silver award at the Sony Festival in Japan and "**Taller than the mountains**", which has won multiple awards around the world. Both of these films were produced by Serendip Productions.

Today, keychain films has added more young talented people, who trained and are working under the supervision of our core group of founder team described below. Their capability is evident by our film "**Mysterious Kalash**" being selected at 6th Kara International Film Festival, appropriate understanding and content handling in our documentaries and excellent technical quality evident from other companies depending on us for filming or post work like Eybex film's prime broadcast travel series "Mobilink's Journey through Pakistan"

Kashif Kamal (Producer/Director) Apart from working at keychain films as producer on all films and often as director including **Hum Tayyar Hain** for **RSPN-USAID** project **Tahafuz** or **DAI-Tabeer** Projects film on **Women Voter Registration Campaign**, has been teaching film courses at undergraduate and post graduate level, supervising thesis researches and acting as juror at thesis defense at universities like **Riphah International, Fatimah Jinnah Women University, NCA, SZABIST** and has conducted workshops for teaching staff and professionals like Engineering Department at Pakistan Television Corporation.

In past has directed ads and worked as animator with Hi-Vision Productions before he joined Serendip Productions in the year 1999 as Film Editor. There he started Serendip's first postproduction from designing to installation and management. He has been part of varied projects at Serendip Productions, extending his knowledge around animation, graphics and management of post-production. He worked as editor on many national and international television and film productions including award winning documentary film "**Sohni Dharti**", a historical account of Pakistan from 8000 BC to present day, **Unicef's** documentary "**Towards a better future**" which was presented in UNO's general assembly in the year 2000, Lead International's films presented in their international sessions.).

Since 2004 with the formation of keychain films he has been working as Producer and also looking after The Post Production. On and off works on projects as editor like the acclaimed Travel series "**Mobilink's Journey through Pakistan**" simultaneously aired on multiple TV channels like **PTV** and **Hum TV** and more.

Furqan Haider Bhatti (Director) has been working as film director since 1998 and has directed more than 100 documentaries and television series. He has worked in Serendip Productions Pvt. Ltd, Cinedrome Studios and Montage films from (1998~2004). Since 2004 with the formation of keychain films he has been working as director programs and directs most of the films being produced there and has been picking up camera for his films on and off. During his career he has extensively traveled all over the country and abroad. The subjects remain diversified in nature covering entertainment, training but mostly human & social development. Mr. Bhatti has directed films organizations like **UNDP, ILO, AKRSP, Focus Humanitarian Assistance, JICA, PAIMAN, Handicap International, USAID** and many more.

Mr. Furqan started still photography in 2007 and has worked on subjects similar to his films i.e. mostly human subjects with development perspectives. Other than that he has done varied subjects including architectural photography for Emaar, Pakistan. "Though technically challenging subject do polish skills but human real life drama has always remained close to my heart", he says.

Dr. Saman Nazir (Researcher/Director) after completing her Bachelors in computer arts she has joined keychain films as production assistant. She has been involved in various projects produced in the company. Moreover she has also directed independent documentaries including 'Khwab' and 'Circle of Fire'. Now she has also completed her Master's Degree in Population Sciences and has been continuing her work with keychain films with an even deeper understanding of human development. Dr. Saman has done her PhD in Sociology at University of North Texas, in USA and we value her insight and precious knowledge for our human development based projects.

Taqi Shaheen (Director/Content Writer) With more than 15 years of television production and media experience, Taqi Shaheen is a documentary filmmaker and screenwriter whose work crosses mediums to produce witty and curious observations of contemporary Pakistani culture and its urban landscapes. In the past few years, he has directed documentary films for international and national media networks such as **BBC, PTV, Express News, Geo Television** and other independent media companies. His films and publication works include **Subjective Atlas of Pakistan [Brussels, 2016-2018]**, Lessons on Lessons [ILM Ideas/TMN, 2015], Aur Sunao [Deafreach, 2015], The Petman Girls [British Council, 2012], Whose Pakistan is it anyway? [TMN, 2010], Morris Mata [2009], Daikh Mugar Pyar Sey [Express news, 2012], Ishqtehaar [TMN, 2010], Kundun [ILO/PTV, 2004] and Congregation of the Distressed [2005].

Tehmina Ahmed (Story/Script Writer) Tehmina Ahmed is a writer, photographer and filmmaker. A senior editor at Newsline Magazine and head of Newsline Films, Ahmed began her creative industry career in advertising, but soon stepped out as an independent writer and a media consultant. A founding as well present member of Newsline Publications which was established almost 30 years ago, she also embarked on the journey of documentary film production in 2006. Heading Newsline Films, some of her documentary productions, which were produced with CNBC, Asia Foundation and Islamic Development Bank as partners, were also selected for international festivals. Several of her photographic exhibitions have also been held in Pakistan, India, Bangladesh and USA to date.

Hafsah Sarfaraz (Story/Script Writer) A development communications specialist with a diverse experience of working with education, health, economic growth and women

empowerment projects. As a Communications Specialist for **USAID**'s biggest communication and outreach project in Pakistan with **M&C Saatchi**, she has used print, electronic and social media platforms to communicate and increase the reach of USAID's interventions in Pakistan. She has worked as the lead of communications for USAID Advancing Girls Education & Skills project at World Learning.

She also has a seven year experience of journalism in Pakistan and a portfolio that spreads over 500 publications covering social issues, women's and children issues, education, health, life & style and art & culture. She has worked as an art & culture reporter at **The Express Tribune**, partner of **The International New York Times**.

She is a member of the Islamabad hub of the **Global Shapers Community**, a part of the **World Economic Forum**. She has a postgraduate in Marketing from Queen Mary University of London to her credit.

Naeem Sahoutara (Story Writer) Naeem is a print and broadcast radio journalist based in Karachi. Currently he is working for the DAWN newspaper, and previously worked with The Express Tribune. Besides he has been working as freelance contributor for a foreign radio and Tv based in Indonesia.

He has attended special training focused on writing character-driven profile stories on impact on lives of the people.

Imrana Farooqui (Script writer) Ms. Imrana has over 18 years of experience in research, media and advocacy. She has done short-term assignments with various national and international organizations (NGOs, donors, UN agencies). Ms. Imrana has been working with keychain films as a researcher and scriptwriter for since 2005. She has done research and script for documentaries of Organizations Like USAID, UNDP, AKF, ILO, JICA, PAIMAN, Handicap International, LEAD Pakistan, RAHSTA and many more.

Farhan Syed (Script writer) Young but experienced in research, scriptwriting both in Urdu and English. Even does poetry. He has written scripts for many films.

Mr. Farhan has been working with keychain films as a researcher and scriptwriter since 2009. He has done research and script for documentaries of Organizations Like USAID, AKF, RSPN, Alif Ailaan, Women Aid Trust and many more.

Noor Fatima (Writer/Cameraperson) Noor is an environmentalist and a creative person with writing skills. She earned her degree in Environmental Sciences from Bahria University. Apart from environment she has good language skills and has worked with us on many projects including from **CARE, RSPN, WaterAid, Karandaaz** and **UN Women**. While working with us and on some independent projects before that she has also developed camera skills which come in handy when situation calls for a female cameraperson.

Simra Ghizaal (Production Assistant/Cameraperson) After earning a bachelor's degree in Media Studies for Riphah International University, where she studied under Kashif Kamal, she has over five years of experience working on different film projects outside and at keychain films. She has good still and video camera skills, works as editor and is quite familiar with requirements of ubiquitous social media. She has worked on many of our projects for important clients including for **USAID, DAI, CARE** etc.

Rizwan Ahmed Bhatti (Senior Cameraman/Director) Rizwan had worked in Serendip production as senior Cameraman for 12 years. His extensive traveling all over Pakistan and International ventures with company projects to the USA,

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UK, China and India and has filmed award-winning programs for overseas broadcasters, Government and UN agencies.

Mr. Rizwan is currently working with keychain films as lighting Cameraman/DOP. His vast experience in Socio development sector is powerful addition to our filming esthetics in projects happening during the last few years including film on AKF's CCSP, several of USAID's films, CARE foundation, "Pur Azm Pakistan" for Pakistan Peace Collective and films for Alif Ailaan Project.

Rehan Ahmed (Multimedia Designer) Rehan features 13 years of practical experience across various creative fields, establishing him as a versatile and highly proficient multimedia expert. Possessing extensive expertise in motion graphics, video editing, animation, visual effects, and interactive media, he has experience in both studio and field settings, producing compelling visual content for development, corporate, and digital initiatives. Rehan demonstrates expertise in industry-standard tools including Adobe Creative Suite, After Effects, Premiere Pro, Illustrator, and Cinema 4D, allowing for a seamless integration of design, animation, and storytelling. His innovative vision, technical expertise, and proficiency in overseeing comprehensive multimedia projects render him an invaluable contributor to any communication team. Recently, Rehan spearheaded the design and production of multimedia content for awareness campaigns focused on digital literacy and public health for clients in the development sector, ensuring engaging and accessible visuals across web, mobile, and social platforms. His comprehensive grasp of narrative flow, brand consistency, and user engagement consistently enhances the visual identity of our organization.

Arfa Abbas (Cameraman) Arfa trained in field and in house at keychain films under the supervision of Senior directors like Furqan Haider Bhatti, Taqi Shaheen, Usman Saleem and Kashif Kamal. He brushed his skills from our senior cameraman Rizwan Ahmad Bhatti. He is our home grown talent and we are proud of him. In recent years he has worked on many of our prime projects in different as assistant cameraman and now is performing his duties as cameraman including international USAID and Karandaaz films.

Aftab Ahmed (Photographer, Film Editor, Animator) Getting his extremely varied field experience working in different environments. He is multitalented. He has professional skills and knowledge in NLE Systems, Management, Compositing, 3D Animation and Graphics and even high class photography as well. His professional skills and unique editing and technical experience are an asset to keychain films.

Mr. Ahmed has recently completed SME photo bank and digital finance thematic studio and field photography for **Karandaaz, Pakistan** which they are using on their website <https://www.karandaaz.com.pk> along with photos he dis for their microfinance Success Profiles and same for the winners for Women Entrepreneurship Challenge.

Shahbaz Hafeez (Editor) Getting his initial experience in varied fields of production and live shows, Shahbaz settled for his love for editing when he joined keychain films. He has been with us on many of our projects now including USAID's films and has groomed himself into a serious editor. His work can be seen on Rahe-e-Nijaat for **WAT** and USAID Balochistan Agriculture Project The Faculty of Education building at Sardar Bahadur Khan Women University, Pathway to Prosperity-Kallat Quetta Chaman Road and Gomal Zam Irrigation Project for USAID.

Farrukh Bashir (Editor) With an extensive experience of editing documentary at Serendip Productions and then News and shows at different television channels including **Geo TV, Capital TV** and Hum News. Farrukh originally joined keychain films in 2005 and has been with us in varying arrangements. Right away he was

at home with the documentary production style unique to keychain films while bringing his own fresh approach to each project he worked on. Recently he has worked on our **Karandaaz** Micro Credit Profiles, Women Entrepreneurship Challenge 2017 and Capital investment videos, **UN Women** Community Focused Radio Project, **DAI** and **VSO** documentaries.

Client List

International Organizations

- Japan International Cooperation Agency (JICA), Pakistan •
 - UNFPA, Belgium
 - UNFPA, Pakistan
 - UNDP, Pakistan.
 - ILO, Pakistan.
- National Democratic Institute (NDI), Pakistan
 - ESF (Electricians Without Borders), France
- Swiss Agency for Development and Cooperation (SDC)
 - Plan, Pakistan
- Concern Worldwide, Pakistan
 - US Embassy
 - USAID, PAKISTAN Mission
 - USAID, Washington, USA •
 - British Council
 - Cordaid
 - Oxfam Novib
- Friedrich Ebert Stiftung (FES)
- Democracy Reporting International (DRI)
- Financial Assistance for Medical Students (FAMS)
 - Right to Play (RTP)
 - Aga khan Foundation, Pakistan
 - Aga khan Foundation, Canada •
 - CARE International
 - UKAID
 - Bill & Melinda Gates Foundation
- Voluntary Service Overseas (VSO)
 - WaterAid
 - Saferworld
- Center for Communication Programs Pakistan (CCPP)
 - DAI, Pakistan
- Development Impact Solutions (DIS), Canada and Pakistan •
 - UNWOMEN, Pakistan
 - UN Volunteers, Pakistan

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- University of Central Lancashire (UCLan), UK
 - Abaseen Foundation, UK & Pakistan
 - Population Council, Pakistan
 - Population Centre, Pakistan.
 - BOP Innovation Center (BOPinc)
- Ludwig-Maximilians-Universität München (Munich University, Germany) •
Charles Sturt University, Bathurst, Australia
 - John Snow Inc. (JSI)

National Organizations

- Women Aid Trust
 - SACHET
 - Pakistan Relief
- Kalash Indigenous Survival Program (KISP) •
Adventure foundation Pakistan (AFP)
- Society for Health and Development Exchange (SHADE)
 - Taraqee Foundation
 - SUDHAR
- Sarhad Rural Support Program (SRSP)
- National Rural Support Program (NRSP)
- Aga Khan Planning and Building Services, Pakistan (AKPBS,P)
 - Pakistan Initiative for Mother and Newborn (PAIMAN)
 - Development in Literacy (DIL)
- Gender Justice Through Musalihat Anjuman Project, Ministry of local Govt.
& Rural Development, Government of Pakistan (GJTMAP)
 - Focus Humanitarian Assistance (AKDN)
 - Handicap International (HI)
 - LEAD, Pakistan
 - Research and Advocacy Fund (RAF)
- Rural Support Programmes Network (RSPN)
- Bhattai Social Watch and Advocacy (BSWA)
- Research, Advocacy and Health Strengthening Alliance (RAHSTA) •
WEG, HAYAT
 - Alif Ailaan Project
 - Journalism Pakistan
- Poverty Eradication Initiative (PEI)
 - Karandaaz, Pakistan
 - Carnelian Consultants

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- Adventure Edge
- Pak-China Institute (PCI)
- MNS-University of Agriculture, Multan
- Sindh Agriculture University, Tando Jam
- PMAS-University of Arid Agriculture, Rawalpindi

Corporate Sector

- Emaar, Pakistan
- Communication Research Strategies (CRS), Pakistan
- Synergy Computers Limited, Sun Microsystems (SCL)
 - BCL Communications, Paris/Chicago
 - Mari Petroleum Company Ltd (MPCL)
 - Malone Souliers, UK

Entertainment

- Corduroy (Band)
 - TV1
 - Gogi Studios
 - Eybex films
 - Haroon (singer)
- Freddie Fiction (Band)
 - Laila (Singer)
- Television Media Network

Production Partners

- Lapis Communications, Afghanistan
- Journeyman films Company, Canada
 - The Media Network - Express TV
 - Eybex Films
 - Foxnib Studios

Government of Pakistan

- Pakistan Sports Trust (PST)
 - Children Hospital, PIMS
- Pakistan High Commission, London
 - Election Commission of Pakistan
 - Women Parliamentary Caucus

List of Productions

DOCUMENTARIES

MEHMOOD'S STORY – 5 min (2004)

Short film produced by Dr. Sara Sartori for **Alterdoc Television Group**, gives a glimpse of life of a tailor and his family surviving with an income of under \$1 a day. Their hardships and courage to fight on are captured in this film.

FOR A BETTER TOMORROW FOR ALL - 25 min (2005)

Elaborating on the Official Development Aid (ODA) from the Government of Japan provided to Pakistan, the film explored the efforts **JICA, JBIC and Embassy of Japan (EoJ)**. From providing Polio Vaccines to building hospitals, construction of tunnels and Japan Overseas Cooperative Volunteers (JOCV) scheme having junior and senior volunteers working with and for the people of Pakistan,

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the film opens knot by knot of a 50-year long friendship,
the people to people contact of two countries.

Struggle for Justice - 25 min (2005)

Film about the efforts of **Women Aid Trust** working in jails of Pakistan for the betterment of Women and children there. All activities from general education of children and vocational training to Psychotherapy sessions for women are covered in this film. The documentary has been utilized for the promotion and fund-raising for the organization. English version is complete while Urdu version is in post-production.

HARNESSING YOUNG MINDS – 5 min (2005)

Short film done under, UNFPAs RHIYA Project, on harnessing the power of the young in Pakistan and channeling it towards positive and constructive activities.
The Film was funded by **UNFPA Belgium**.

Mysterious Kalash - The Story Untold– 22 min (2006)

A lot has been said and written about the ever mystic people of Kalash. Their origin, their unique traditions, language and clothes have been the favorite subject of many national and international documentaries. For the first time this keychain films production aims to explore them as human beings. What are their problems? The status of health, education, infrastructure etc. Keychain films has filmed their lives and heard their voices, while Kalash Indigenous Survival Program faces a great challenging question. Can their lives be improved without hurting their fragile culture and tradition? The film has recently been selected at the Kara International Film Festival.

Rising from Ruins - 15min (2006)

A film about the tireless and enthusiastic efforts of **Pakistan Relief and Humedica (Germany)** in particular and other NGO's in general after the devastating earthquake of October 8, 2005. The film follows the stories volunteers and the people they are helping and revolves around her feelings.
Aired from **PTV world** on 7th and 8th October 2006.

KHWAB (Dream)– 10 min (2006)

Story of a scavenger child. His feelings about his profession, his expectations towards life, and what life is returning back to him. Documentary uncovers the harsh facts about his life, hopes and desires.

CURRENT ISSUES – 12 min (2006)

After the October 8, 2005 earthquake, when everybody responded to the disaster thinking that food, shelter, clothes and medical aid are the need of the hour, another force of nature was brewing up against the survivors. THE COLD! For that everybody gathered warm clothes, more tents and food. At that time Nazim of Balaktot Mr.Junaid coined the just right solution and through a chain of friend came in contact with just the right people i.e. **Electricians without Borders in France**. Their electricians and engineers collaborated with **WAPADA** in restoring electricity, provided connection and electrical heaters in tents of unmanaged camps. A brief version of the film already edited and shown to press and media of France, the complete film provide a glimpse of the efforts of ESF, WAPDA and local administration trying to restore the disaster ridden area.

**Allah ka School (God's School)– 10 min
(2007)**

Story of a free school being run by a woman in her backyard. The students are poor street children who can't afford to go to school otherwise. Here they get free education a glass of milk and lots of love. Inter twined are the stories of children studying here, their life, their feelings and their love for their school.

**Shades of Change - 20 min
(2007)**

A film about the admirable efforts of **SHADE** an organization working on self help basis for several years specifically in health and generally in education, women empowerment and environment. The Film is about their activities and achievements specifically in Sialkot and surrounding regions.

**TRUE COLORS – A JOURNEY THROUGH PAKISTAN – 30 min
(2008)**

An **EYEBEX** Production sponsored by **Mobilink, Pakistan** was a tourism documentary about Pakistan, its people, places, history and other things the country has to offer to its visitors. The documentary was part of a larger project which included a 13 part broadcast series. Keychain films joined in to provide the post solution and editing for the whole project.

**Empowering Communities – 9 min
(2008)**

UNDP's corporate film, which will take the viewers through the story of **UNDP** in Pakistan and highlight the real beneficiaries in different social sectors. The film is being produced as a joint effort with **Communication Research Strategies (CRS)**, Pakistan.

**Spiraled Hope– 27 min
(2007-2008)**

One of the four films about Worst forms of Child Labour being produced for **ILO, Pakistan** under **ILO-IPEC** Time bound project. The film focuses on children working in the Glass Bangle Industry in Hyderabad. While telling the story of three such children it not only depicts their life and their problems, but also highlights the efforts of ILO and their implementing partner **NRSP** for their betterment.

**Un-tangled Nets – 25 min
(2007-2008)**

One of the four films about Worst forms of Child Labour being produced for **ILO, Pakistan** under **ILO-IPEC** Time bound project. The film focuses on children working in the Deep Sea Fishing Industry in Gawadar. While telling the story of one such child it not only depicts their life and their problems, but also highlights the efforts of ILO and their implementing partner **Taraqee Foundation** for their betterment.

**Diamonds out of Mines – 21 min
(2007-2008)**

One of the four films about Worst forms of Child Labour being produced for **ILO, Pakistan** under **ILO-IPEC** Time bound project. The film focuses on children originating from Shangla and working in the Coal Mine Industry all over Pakistan. While telling the story such children it not only depicts their life their problems, but also highlights the efforts of ILO and their implementing partner **SRSP** for their betterment.

**Sparks in the Grinder – 24 min
(2007-2008)**

One of the four films about Worst forms of Child Labour being produced for **ILO, Pakistan** under **ILO-IPEC** Time bound project. The film focuses on children working in the Surgical Instruments Industry in Sialkot. While telling the story of such children it not only depicts their life their problems, but also highlights the efforts of ILO and their implementing partners **SUDHAAR & Bunyad** for their betterment.

**Sirf Do Qatron ki Baat... (a matter of just two drops...) - 16 min
(2009)**

A short investigative documentary initiated following the discovery two cases of polio in Khairpur district. Sind, analyzed the current status of polio vaccination system in the district and pointed the possible shortfall leading to cases of polio after the district was declared polio free. The documentary was produced for **PAIMAN**.

**Afaat – Janeay, Socheay aur Bacheay
(Disasters – Learn, Ponder and Keep Safe) - 18 min
(2009)**

An awareness film for **FOCUS Humanitarian Assistance - AKDN** aimed at to increase understanding and awareness among masses and especially people living in north Pakistan, about earthquake, its effects. It is felt that awareness about natural and human made disasters including modern and native knowledge will help mitigate the risks involved with the hazards.

**PAIMAN MCH Presentation – 33 min
(2009)**

A video presentation made for Dr. Nabila Ali COP, **PAIMAN Project** for **TAG** meeting in Dubai, 2009. The presentation while containing images project districts depicting current status of mother and child health, communities in general, status of government and private health facilities, views of health service providers and beneficiaries also presented the data of the scenario in a colorful and pleasing animated graphical form.

**Voices from the Valleys – 20 min
(2009)**

A documentary film on **Concern Pakistan's** rehabilitation work in the earthquake affected areas of Siran Valley and Balakot of district Mansehra, (NWFP) and what remains to be done in the future.

**Building Hope – 27 min
(2009)**

A film about **Aga Khan Planning and Building Service, Pakistan (AKPBS,P)** focusing on its different components on home improvement (BACIP), water sanitation (WASEP) and Safe house construction (HRMP). Three films each on the individual components were also produced.

**Call to Life - 20 min
(2009-10)**

A film on, **PAIMAN's** Ulama Project, Pakistan Initiative for health of Mothers and Newborns, to reduce maternal, newborn, and child mortality in Pakistan's hard areas. Film will bring out the effective support of Ulama to talk about the importance of maternal and new-natal health and measures that can be taken by males and others in society to improve the situation.

**Vivre Debout-(Standing tall) - 10 min
(2009-10)**

A film on **Handicap International's** work in the earthquake affected areas of Pakistan and AJK. The film analyzes the impact of Community Based Rehabilitation Programme (CBR) through real life success stories of its service users.

**Harvesting the Hope – 30 min
(2009-10)**

One of the two films about Bonded Labour in Pakistan being produced for **ILO, Pakistan**. The film focuses on people caught up in bonded labour in agriculture sector in Sindh. While telling their story it not only depicts their life their problems, but also highlights the efforts of ILO with special focus on gender dimension of the issue.

**Climbing the wall of Bricks – 33 min
(2009-10)**

One of the two films about Bonded Labour in Pakistan being produced for **ILO, Pakistan**. The film focuses on people caught up in bonded labour in Brick Kiln Industry in Punjab. While telling their story it not only depicts their life their problems, but also highlights the efforts of ILO with special focus on gender dimension of the issue.

**Justice at the Doorstep - 25 min
(2009-10)**

Swift, cost effective justice at doorstep in gender based domestic conflicts is being provided by **GJTMAP (Gender Jusitce through Musalihat Anjuman Project, Government Of Pakistan** with support from **UNDP, NORAD, Swiss Development Agency and DFID**. This film captures the stories of some of the beneficiaries in way that people may feel the emotional turmoil these people go through and the happiness they get from being helped out these situations.

**Broghal Festival - 15 min
(2010-2011)**

Each year Broghal festival is held in Wakhan Corridor at the border Pakistan, Afghanistan and Central Asia. The experience of watching free style polo and Yak polo at a location which seems to jump out of a fairy tale, is simply out of this world. This film tries to capture the feeling, while knitting it with the flavor of local culture.

**Circle of Evil - 25 min
(2010-2011)**

A presenter led investigative documentary which analyzes the roots of terrorism in terms of where terrorism gets it's funding, exploring its links with narcotics industry. Laying down facts from experts and stakeholders while bringing emotional appeal with dramatic enactments. This documentary is 1st of a documentary series being produced in association with **CRS**.

**Celebrating Leaders - 15 min
(2011)**

Film is about **LEAD's** efforts towards sensitization, mobilization of community development. Knitted with inspiring stories of leaders of reproductive health, film highlights LEAD's diverse interventions to improve the reproductive health of communities in Khairpur.

**Short Documentaries For USAID Pakistan Mission.
(2010-2013)**

The work of **U.S. Agency for International Development (USAID)** for education, health, energy, economic growth, good governance, earthquake reconstruction, and flood relief and recovery to improve the Pakistani lives has been captured in forms of short documentaries, new reports, and event coverage.

These are regularly aired on premiere Pakistani channels and can also be found on Youtube USAID Channel.

**Generation X - 30 min
(2011-2012)**

A fact finding investigative documentary which looks at involvement of youth in narcotics at user end and in industry itself and links it to the roots of terrorism in terms of where. Depicting real stories of people, it brings forward authentic facts from experts. This documentary is 2nd of a documentary series being produced in association with **CRS**.

**Theatre of Conflict - 12 min
(2012)**

There is not a single day when Pakistan doesn't come in the headlines of the World News. Bomb blasts, suicide attacks and military operations are the main news stories coming out of Pakistan. Theatre of Conflict Produced for **Friedrich Ebert Stiftung (FES)**, is the story of journalists of FATA who face security threats from both military and militants but still do their job putting their lives at risk. Several have died doing that.

**The Tribal Trouble - 27 min
(2012)**

This documentary is about old tribal conflicts in Sindh province, their roots, current situation and how it has been and is affecting the lives of common people there, especially women and children. The real life stories being depicted in the film will analyze the conflicts and their impact in emotional, social and economic aspects. In this situation the efforts of **Bhittai Social Watch and Advocay (BSWA)**'s efforts through **OXFAM Novib**'s funded project to resolve the conflicts through creating awareness about them will also be highlighted.

**BAHAAL- 2 x 4 min
(2012)**

Films are about **RSPN**' efforts towards sensitization, mobilization and recovery through Cash for work Program in Lower Sindh. Under this 'Cash-for-Work' assistance, the USAID funded, RSPN implemented Bahaal project mobilized and funded the women of Bhaghi Bhir to rehabilitate their village infrastructure, specifically its brick pavement.

**RAHSTA - 15 min
(2013)**

A film on, **Research Advocacy and Health Strengthening Alliance (RAHSTA)**'s Pilot Project in D. G. Khan, Funded by **PPAF**. It highlights the efforts of RASHTA to reduce maternal and newborn mortality in Pakistan's hard areas through subsidized voucher scheme.

**Searching for Common Ground - 5 min
(2013)**

A film on, **Search for Common Ground (SFCG)**'s efforts to bring peace in conflict zones KPK and FATA by training youth for peace initiative.

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TAHAFUZ - 2 x 4 min (2013)

Films are about **RSPN's** efforts towards sensitization, mobilization and recovery through financial assistance provided by **USAID TAHAFUZ** Project in 4 high disaster risk districts of Sindh namely Thatta, Badin, Umerkot and Tharparker.

Alif Ailaan – 10 min (2013)

A fact-finding documentary, which looks at the **Alif Ailaan** funded project of **RSPN** 'Mobilizing Communities to Demand Education (Article 25-A) and Local Accountability'. The film showcases the work that has been done by the LSOs, the Community Resource Persons and the local communities in creating awareness for Article 25-A, stimulating demand for education, and demanding government accountability.

The masters of their destiny - 20 min (2014)

A documentary about **Agha Khan Planning and Building Service, Pakistan (AKPBS,P)'s WASEP project** which strives to provide clean water and sanitation services to the poor communities of rural communities of Pakistan specially Gilgit Baltistan. The beauty of the terrain and underlying hardship of the people will be highlighted to signify the need and importance of **AKPBS,P's** efforts along with **KFW, Germany**.

Protecting Life - 15 min (2014)

A film on, **AKF Pakistan's Chitral Child Survival Program**, to reduce maternal, newborn, and child mortality in Pakistan's hard areas. The film brings out the effective role of Community Midwives (CMWs), Community Based Savings Groups (CBSGs) and Village Health Committees (VHCs) through real life human stories.

Pur Azm Pakistan (Long Live Pakistan) - 22 x 5 min (2014)

Series of short documentaries for being produced for **British High commission** telling the stories of 22 individuals who have shown courage in face of despair and have come out gloriously after their lives were devastated by an act of terrorism.

Alif Ailaan – District Education Rankings 2014 - 7 min & 3 min (2014)

Alif Ailaan Project recently launched its 2014 District Education Rankings and publically shared in an event in Islamabad. This films covers not only the launching, the details and importance of these rankings, but also the feelings politicians representing their districts, about their district's current ranking and their pledge to improve it next year.

Alif Ailaan – Data Platform – 5 min (2014)

A short documentary being made for an international inter-project competition at **DAI** in which **Alif Ailaan project** intends to present its online education Data observatory as a unique innovation which is helping other organizations and individuals improve situation of education in Pakistan.

**Saving our Future – 5 min
(2014)**

A film about **CARE Pakistan's**, 'Advocating for improved maternal newborn health (MNH) and sexual reproductive health (SRH) policy and practice for adolescent girls and young mothers' (**AIMS Project**) being implemented in Partnership with **Rahnuma - Family Planning Association of Pakistan (FPAP)**. The film highlights the advocacy efforts which led to presentation of resolution for inclusion of sexual and reproductive health needs in provincial policies, in four provinces and subsequently being passed in KPK Assembly. The film itself will be used, as advocacy tool, for the politicians so that the resolution can again be presented in three remaining assemblies.

**Diamer Basha Dam Project – 3 min
(2014)**

U.S. Agency for International Development (USAID) with **U.S. Chamber of Commerce** jointly hosting Diamer Basha Business Opportunities Conference at Washington, USA on 8th of October, 2014, in which **Finance Minister and Minister for Water and Power for Government of Pakistan and Chairman Water and Power Development Authority (WAPDA)** will pitch the project to acquire funding and trust of investment institutions and U.S. companies. This short video, which will be used as scene setter at start of the conference, puts the importance of the Diamer Basha Dam Project for Pakistan's economics and damage caused floods in perspective for U.S. audience. It also gives a flying experience at Dam's location among Karakorum Mountains along the famous Karakorum Highway (KKH) and mighty river Indus depicted through ground and aerial filming done in less than a week in mid of September and edited before the end of month.

**Alif Ailaan – Ghar Aya Ustad – 4 min
(2015)**

Government of KPK launched its campaign titled '**Ghar Aya Ustad**', with the target to enroll 8 lac children in school by ensuring attendance by teachers in the first place. The film shows the aspects of the problem and dynamics of the campaign. keychain films also did photography of the campaign.

**Alif Ailaan – District Education Rankings 2015 – 5 min
(2015)**

Alif Ailaan Project's recently launched its 2015 District Education Rankings and publically shared in an event in Islamabad. This film covers the launching, the details and importance of these rankings, via cross dialogue between politicians representing their districts, representatives of Government Education Department and civil Society.

**FAMS – 9 min
(2015)**

Financial Assistance for Medical Students (FAMS) is an organization formed by Pakisatani Doctors living in England, who studied at medical colleges in Pakistan. Feeling towards students of non-affording status, they started collecting funds from successful Pakistani doctors in England and with that they started selecting deserving students in medical colleges all over Pakistan and have been paying their fees since 10 years. This film tells the story of these helping doctors, their organization, the assistance and the students.

**Society for Heartcare – 7 min
(2015)**

Dr. Raheel Hussain a Cardiac Surgeon when posted as head of the Cardiology department at Liaquat University Hospital, Hyderabad seeing the plight of the patients coming for treatment decided to do something about it. Not relying just on the government funding, he started a not for profit organization by the name of Society for Heartcare, collected funds on his own and upgraded his ward, creating a clean, high quality facility where patients receive free heart treatments like valve repairs to even Bypass surgeries. This film tells the story with a window into life of beneficiaries.

**RSPN_Alif Ailaan Creating Demand and Ensuring Supply– 2 x 6 min
(2015)**

Realistic look at the **Alif Ailaan** funded project of **RSPN** 'Mobilizing Communities to Demand Education (Article 25-A) and Local Accountability'. The two films look at the issue and effort from two aspect of demand side and the supply side. The work that has been done by the local communities in demanding education for their children and government accountability in demand side, while Government's Education Department's efforts in providing education and difficulties faced by them are highlighted in supply side.

**Clean Energy in Pakistan – 3.5 min
(2015)**

U.S. Agency for International Development (USAID) continues to engage the GoP in a variety of activities associated with the US-Pakistan Clean Energy Partnership such as wind and solar private sector investment. In this context, the USG-GoP clean energy conference was held December 1-2, 2015 in Washington, DC, which highlighted private sector investment opportunities in natural gas, wind, solar, hydro, geothermal, and other clean and renewable energy projects in Pakistan. USAID presented its current support to the sector and discussed the support it can provide to project investors and developers. This short video highlighting existing clean energy (wind, solar, hydro) projects in Pakistan, was specially produced to be used as a curtain raiser for the conference.

**For Mothers and children – 16 min
(2015)**

The film highlights the **Aga Khan Foundation, Canada's** two projects in northern Pakistan primarily focused on mother and child health. Namely **Central Asian Health systems strengthening program (CAHSS)** and **Mother Care and Child Survival Project (MCCS)**. CAHSS is implemented in four countries in central Asia including Pakistan. **Journeyman film Company**, in Canada produced the film covering success of these projects with communities. Keychain films filmed the Pakistan component covering facilities, equipment and beneficiary stories of these projects in Gilgit-Baltistan region and Chitral District of Khyber Pakhtunkhwa.

**I am USAID Pakistan – 15 min & 12 x 2.5 min
(2016)**

U.S. Agency for International Development (USAID) Pakistan's social media campaign to popularize the work being done them in Pakistan be elevating the roles of people implementing different aspects of development work. People from a rainbow of origins, share their role and the values they hold dear in their work and basis of their commitment to deliver their job in the best possible manner.

**Rah-e-Nijaat - 11 min
(2016)**

This Film tells the story of group of dedicated people working by the name of **Women Aid Trust** who work in jails of Pakistan providing legal, psychological help and vocational training for Women and children in juvenile wards. Filming is near completion while some post work has already been started on this video.

**Right to Play – 11 min
(2016)**

Right to Play is an American NGO started by a multiple Olympic gold medal-winning sportsman. The idea is to teach children using games there by creating interest and ensuring their physical well being. **Right to Play** has been working with KP government to implement their play based teaching methodology in government schools. This film captures Right to play's methodology so anyone could see how its done.

**Short Documentaries for USAID Pakistan Mission.
(2013-2016)**

The work of **U.S. Agency for International Development (USAID)** for education, health, energy, economic growth, good governance, earthquake been captured in forms of short documentaries, new reports, and event coverage.

While all of films done for USAID can be found online on USAID Pakistan's web page, their Youtube and Vimeo channels, here are links to some

[Connecting Teachers for Better Classrooms: Mobile Learning](http://vimeo.com/104589099)
<http://vimeo.com/104589099>

[Gomal Zam Dam Irrigation Project](https://www.facebook.com/USAIDPakistan/videos/1102192849801595/)
<https://www.facebook.com/USAIDPakistan/videos/1102192849801595/>
Duration: 2 min
Year 2016

[USAID Balochistan Agriculture Project](https://www.facebook.com/USAIDPakistan/videos/1410610128959864/)
<https://www.facebook.com/USAIDPakistan/videos/1410610128959864/>
Duration: 5 min 30 sec
Year 2016

[The Faculty of Education building at Sardar Bahadur Khan Women Univeristy](https://www.facebook.com/USAIDPakistan/videos/1231952410158971/)
<https://www.facebook.com/USAIDPakistan/videos/1231952410158971/>
Duration: 2 min
Year 2016

[Pathway to Prosperity-Kallat Quetta Chamman Road](https://www.facebook.com/USAIDPakistan/videos/1299965080024370/)
<https://www.facebook.com/USAIDPakistan/videos/1299965080024370/>
Duration: 4 min 30 sec
Year 2016

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Hum Tayyar Hain – 6 min (2017)

We visited the **RSPN's USAID** funded **Tahafuz project** in Sindh again while its near completion to document the readiness of the people in face of any future disaster. Their training, mock exercises, Disaster Risk Reduction Plans made by communities themselves and the on going vigil kept by community organizations is documented on film to show their readiness.

Surviving the story – 10 min (2017)

Communicative Research Strategies and **Journalism Pakistan** took up a research to find if there is any existent mechanism to help the families of deceased or displaced journalists, after they killed by terrorist act or other wise while working or target killed by people they write against. The film produced by keychain films as a sidekick to the main research report, follows the same journey asking the displaced journalists or families of deceased ones in search of any existent mechanism that helped them during their turmoil, in attempt to define the need of a required system as the GOP endeavors to find one.

Ba'Ikhtiar – 7 min 30 sec (2018)

SaferWorld a UK based International organization in collaboration with **Oxfam GB, SAFWCO**, SPO and RAHBAR is implementation Ba Ikhtiar project in which BA Ikhtiar groups formed of community members are trained about their rights, Local government acts and ways to acquire cheap and effective speedy just to achieve a strong society where people from different races, religions and class have similar opportunities and are aware about their rights so much so that they demand justice. This film depicts training of these groups in KP, South Punjab and Sindh and their level of awareness in form of definitive statements from community members.

Maternity challenges of brick kiln women workers – 4 min (2018)

This documentary produced for **Development Impact Solutions (DIS)** focuses on the **RMNCH** related issues faces by female brick kiln workers in Punjab. Filmed around Rawalpindi and Lahore areas. Women workers, managers and brick kiln owners share their experiences and issues lack of health facilities or trained health professionals, complications and even life losses which occur due to that.

An accompanying longer presentation intended for government official was also produced with detailed figures, infographics and presenting solutions tested by DIS in select sites as proof of concept to be upscaled by government.

Drama Serial Sammi: A Short Retrospective Documentary – 12 min (2018)

keychain films is producing an English-language short documentary for **USAID-funded Health Communication Component (HCC), the Center for Communication Programs Pakistan (CCPP)** on the development, delivery and impact of the drama serial Sammi. By offering English-language content, this documentary will make accessible to English-language audiences – particularly international ones – a drama serial that was made originally in the Urdu language for the host population of Pakistan.

**Success with Microcredit – 2.5 min x 6
(2018)**

Karandaaz Pakistan through its company **PMIC** and with help of partners like **Kashf Foundation, Badbaan, NRSP** and more helped small business owners and farmers to launch, make better or sustain their work over years, until they expanded and built a sustainable business at higher economic level than before, creating jobs for many people in the process. Six stories from such successful people were made into short inspirational video stories.
<https://www.facebook.com/KarandaazPK/>

**Stories from Jatoi – 4-5 min x 3
(2018)**

WaterAid's Urban Intervention Program is being implemented in Jatoi, Tehsil Muzaffargarh. The project is replica of **Orangi Pilot project (OPP)** in which communities collect money to fix their sanitation infrastructure and pave their streets for better health, economic and general life. Three human interest stories of individuals from the area, show difficulties they were facing and advantages of proper sanitation.

**Gift of Life – 5 min + 60 sec x 2
(2018)**

Poverty Eradication Initiative (PEI) is working to reduce poverty in the communities across Pakistan. Established in 2002, it has implemented a wide variety of humanitarian assistance, health care and youth-related programs in various provinces and regions of Pakistan. In this film we will see how the founder of PEI Mr. Shahid got inspired to do all this and how the organization has raised funds from USA and Canada to get to the point where currently, it collaborates with the Government of Sindh on the implementation of the \$50 million, 5-year Sindh People's Health Program, where PEI contributes 70% of all program funds, as well as various smaller initiatives across the country.

**Women Entrepreneurship Challenge 2017 – 2.5 min x 10
(2018)**

Karandaaz Pakistan in partnership with **Invest2innovate (i2i), Baluchistan University Balochistan University of Information Technology, Engineering and Management Sciences (BUIITEMS)** and **National Incubation Center (NIC) at LUMS, Lahore** developed incubation centers for women entrepreneurs. These women were trained, groomed and polished especially in business models, future plans and financial skills to help them improve and grow their businesses. Some of the Successful graduates upon presenting their future plans were also given grants or equity based investments to grow their businesses to a higher level than before, creating jobs for many people in the process. Ten stories from such successful people are being made into short inspirational video stories and written stories complemented with pictures to be published on web, Magazine and newspapers.

<https://www.facebook.com/KarandaazPK/>

**Unspoken Voices... – 6 min 40 sec + 3 min 30 sec
(2019)**

UN Women together with UN Volunteers and Radio Pakistan successfully ran a project called Community Focused Radio Project in Quetta, Baluchistan. The idea was to take groups of young men and women from four communities in Quetta namely Baloch, Pashtun, Hazara, and Christian, and train them with Radio Pakistan in Radio production. These four groups of 30 people then identified issues in their communities, produced radio programs on them. These programs

were reviewed by listener groups also formed in respective communities during the project. This film covers the story of project and sees how these young men and women developed sense of harmony and peace across gender, races and religions and worked for their own people.

**Karandaaz Capital Investment – 2.5 min x 5
(2019)**

Karandaaz Pakistan in partnership with **Orix Leasing, Meezaan Bank and Bank Alfalah** has provided expansion capital under to SMEs in different sectors to increase business and employment in Pakistan with funding from UKAID and Bill & Melinda Gates Foundation. Four stories from such business from Peshawar, Lahore and Karachi are being made into short inspirational video stories and written stories complemented with pictures to be published on web, Magazine and newspapers. **keychain films** is producing all three elements of the stories.

<https://www.facebook.com/KarandaazPK/>
<http://www.karandaaz.com.pk>

**Tabeer – 5 min
(2019)**

In response to identification by **Election Commission of Pakistan** of a huge gender gap in electoral roles, **DAI, Pakistan** designed and launched **DFID** funded **Tabeer** project right before elections of 2018. They met huge success and registered more women, trans genders and disabled people than anticipated through their already existent AGAHI Centers.

**Awareness Video on Third Address Issue in Electoral Rolls
– 2 min + 30 sec
(2019)**

Election Commission of Pakistan (ECP) has ruled that any person registering for NADRA CNIC will automatically get registered on electoral rolls also on either of the two addresses on CNIC by choice of registrant. This made a large number of votes invalid, which were registered on third a third address. To correct the problem and help people re register on either of the two addresses on CNIC, **ECP** launched an campaign. **DAI** while partnering **ECP** in this, hired keychain films to make short video and a television commercial to aware people of the issue and how to get registered again.

**VSO – 5 min
(2019)**

Young and old volunteers working with Voluntary Service Overseas (VSO) in different programs tell their stories in this film about VSO's work from supporting young entrepreneurs to guiding school children to build a peaceful and resilient society to training young people with rescue 1122 to have force of young volunteer for disaster situations and more.

**Child Marriage in Pakistan – 2 x 5 min
(2019)**

These films are being produced with support of **UN Women** for the purpose of advocating the bills being presented in assemblies on issue of child marriage in Pakistan. First one was produced with **Women Parliamentary Caucus (WPC)** in **National Assembly** to advocate the child marriage act bill under discussion there. The second one is in production and will do the same for **KP Assembly**.

**Dr. Huzaifa's Story – 6 min
(2019)**

Story of a young doctor from meager background and far off location of Khyber Pakhtunkhwa, who dreamed to become doctor once, studied hard and obtained

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good results till he found that he could not afford tuition and hostel fees in medical college. With his dreams slipping away from his hands, **Financial Assistance for Medical Students (FAMS)** took his responsibility and promised to pay his fees in full to the college if he promised to work hard to achieve his dream. This is Khyber Pakhtunkhwa Chapter of the story.

Tabeer 2020 – 13 min (2020)

In continuation of response to identification by **Election Commission of Pakistan** of a huge gender gap in electoral roles, **DAI, Pakistan** has launched phase 2 of its originally designed, **DFID** funded **Tabeer project** in 2019-2020. This time the targets are bigger and area is wider. They aim to register 200,000 women's CNICs through **NADRA**, with special focus on socially excluded groups including transgender persons, women with disabilities and minorities across Pakistan.

Inspiring Women of Pakistan – 10 min (2020)

UN Women this year supported **Women Parliamentary Caucus (WPC)** in **National Assembly** to hold an event in on women's day. The prestigious event in which **President of Pakistan** was chief guest was themed to celebrate inspiring stories of four self-made women who conquered all difficulties to make living for themselves and their children. This documentary was the main center piece of event along with presence of these women at the event.

69 Years of Pakistan China Relations – 15 min (2020)

Pak-China Institute (PCI) hosted a webinar with Pakistani and Chinese officials to celebrate the 69th year of Pakistan China Relations. Keychain films produced a documentary for the event covering the importance of the friendship of 'Iron Brothers' specially highlighting their inter-support during the COVID-19 pandemic and the CPEC project.

CPEC Cooperation during COVID-19 – 13 min (2020)

While the life did not remain business as usual during the pandemic of COVID-19 and everything was under lockdown, the Pakistan China Cooperation continued under CPEC projects. **Keychain films** is making a documentary for **Pak-China Institute (PCI)** to showcase all the new agreements signed and continued operation of existing projects in spite of difficult times, yet again giving testament to the un wavering nature of this friendship.

"Make no mistake, Pakistan's future is with China", PM Imran Khan.

VSO – 3-4 min x 4 (2020)

Voluntary Service Overseas (VSO) always had spirit of volunteerism at its core. Engaging youth in different programs to make them aware of their roles and responsibilities as citizens, turning them into entrepreneurs and training young people with rescue 1122 to have force of young volunteer for disaster situations and more, these films tell the stories of young Pakistanis and our future.

VSO Back to School, Build Back Better– 7 min 34 sec (2020)

The year 2020 was hit bad by COVID-19 and all aspects of life were affected badly including education. All schools were closed during the lock down period. The more affluent areas of the country continued education activities up to

certain extent via online platforms but remote and less privileged areas where internet access was not available, educational activities went non-existent. When Balochistan Government decided to reopen schools after lifting of lockdown, VSO went to help them implement protocols by providing hand washing stations, sanitisers etc. With this help the government was able to reopen schools at 50% capacity.

**Joint Consultation Mechanism (JCM) Web video – 5 min
(2020)**

Starting in Beijing on March 19, 2020 Political Parties Joint Consultation Mechanism is an innovation to intensify China-Pakistan party-to-party relations, as well as a new exchange platform to strengthen China-Pakistan cooperation under the Belt and Road Initiative CPEC. This short video tells the story of JCM, how it started, what are its objective, what it has achieved so far and how is it received in both countries.

**Research Partnerships to address hidden hunger in Pakistan
– 13 min 25 sec
(2020)**

Abaseen Foundation's UK and Pakistan got together with **Khyber Medical University, Peshawar, University of Central Lancashire (UCLan), UK and Nottingham University, UK** to answer the question of stunted growth posed by Prime Minister of Pakistan in his inaugural speech. **BFIZED** or **BIOFORTIFICATION WITH ZINC AND IRON FOR ELIMINATING DEFICIENCY IN PAKISTAN** is a project of testing families with diet deficient in these two micronutrients in Baghbanan and Shamshtoo in KP and seeing improvement in them specially young boys and adolescent girls when fed with bio fortified wheat. This film documents the project, process and results while it happens.

**Karandaaz FINTECH video series EP-01– 22 min 46 sec
(2021)**

This new video series on social media is being produced for Karandaaz Pakistan in which innivators of Financial technologies in short FINTECH, will be interviewed and they will share new advancements in the field and throwing some light on their contribution to to FINTECH scenario of Pakistan. Episode 1 has been completed and upload with Mr. Omer Bin Ahsan, CEO Haball interviewed by Mr. Taimoor Ali, Associate Director Innovation at Karandaaz Digital.

**Pakistan and China-Journey of Friendship-1951-2021– 5 min
(2021)**

This short video made for **Pak-China Institute (PCI)** showcases the brief history of a 70 year old all-weather friendship. The video was specially produced for the event celebrating 70 years of iron brothers. The video was specially appreciated by President of Pakistan Dr. Arif Alvi and others including ambassador of China to Pakistan Mr. Nong Rong and Chairman Senate of Pakistan Mr. Sadiq Sanjarani.

**BOPinc Success Stories – 1 min 50 sec x 2
(2021)**

These social media short videos are being produced for BOP Innovation Center (BOPinc) and feature stories of two women in Mardan and Rahim Yar Khan who were selected to become **Unilever Jazz Guddi Bajis** and empowered themselves by having a small business of selling **Unilever** products door to door in their communities. They were also helped to get **Jazz Cash** accounts to help their business and connected with local **Unilever** distributors.

**RSPN-EU BRACE – 2-3 min x 8
(2021)**

Rural Support Programme Network (RSPN) and **European Union (EU)’s RSPN-EU- Baluchistan Rural Development and Community Empowerment (BRACE) programme** through their partners **Baluchistan Rural Support Program (BRSP)** and **National Rural Support Programme (NRSP)** has surveyed 9 districts of Baluchistan using poverty score cards and picked up individuals who have receive grants, loans and vocational training to start their own businesses. The programme also provided infrastructure like water schemes, schools and roads. Films cover the stories of individuals and other aspects of programme like self-help, gender inclusive approaches, best practices and the overall programme itself.

**Pakistan and China-Journey of Friendship-1951-2021– 10 min
(2021)**

A film made for **Pak-China Institute (PCI)** which tells the history of a 70 year old all-weather friendship in more detail. The video is will cover era of history from 1951-2021. The video is targeted at social media.

**Pakistan and China-A Manifold Relationship– 10 min
(2021)**

A film made for **Pak-China Institute (PCI)** which dimensions, aspects and facets of 70 year old all-weather Pak-China friendship. The video aired on major national TV Channels including Geo and PTV.

**Ashraf’s Story - FAMS - 5 min
(2021)**

Ashraf a boy with big dream from Khaplu a place being Skardu in Gilgit Baltistan. His dream to become doctor and help his ailing father and people like him from his area.

Financial Assistance for Medical Students (FAMS) is an organization formed by Pakistani Doctors working in England and Ireland, is helping Ashraf realise his dream. A proud recipient of FAMS scholarship in Rawalpindi Medical University tells his story.

**Aspirations – 8 min x 10
(2022)**

Part of the research project “**Aspirations and the Efficacy of Social Programs**” being conducted by **Ludwig-Maximilians-Universität München (Munich University, Germany)** in collaboration with Pakistan Poverty Alleviation Fund (PPAF) and support of National Rural Support Programme Network (NRSP) 10 videos which are being produced by **keychain films** are self-narrated stories of individuals who got a grant or loan in money or in kind from government or any other entity and changed the course of their life for better. The purpose is to show these stories to individuals who get similar opportunity and measure change impact compared to stock who have not seen such inspirational videos.

**People of PINS – 2 min x 7
(2022)**

6 Individual stories and compilation video tell the stories of extraordinary individuals who became part of **RSPN’s EU funded “Implementation of the Nutrition-Sensitive Component (ER3)”** of the **Programme for Improved Nutrition in Sindh (PINS)** and rose above the rest to improve situation of

nutrition in their community by making fish farms, teaching people how to do kitchen gardening or making their villages Open Defecation Free.

Karandaaz FATR story_EBR Energy (2022)

A short video and photo compilation is being produced by **keychain films** on the impact of **Karandaaz' 'Finance Against Trust Receipt (FATR)'** facility to **EBR Energy**. The film will highlight its impact in economy and and by showcasing the case of EBR's recently completed project of the **3.87 MW solar energy project** at **Interloop** which is **Pakistan's largest rooftop project**.

Saif's Story - FAMS - 5 min (2022)

Saif grew up in a small village near Chowk Sarwar Shaheed in south Punjab. His dream to become doctor and get a better life than the people in his village. Financial Assistance for Medical Students (FAMS) is an organization formed by Pakistani Doctors working in England and Ireland, is helping Saif realise his dream. A proud recipient of FAMS scholarship in Punjab Medical University tells his story.

JSI IHSS SD Videos (2022-23)

Keychain films has been hired by **John Snow Inc. (JSI)** for the year 2022 to make videos on their ongoing project with the **Government of Pakistan**, called **Integrated Health Systems Strengthening**. Mainly focusing on **RMNCH** and general upgradations provided to government hospitals in the form of equipment and training in KP, Sindh and Punjab. During its run, the project timely addressed COVID situation in form of vaccination centers and making an elaborate system for reporting of notifiable diseases at different levels of administration for support in timely decision making and response. Filming is ongoing in KP and Sindh with most of the videos already delivered.

RSPN PINS Animated Awareness Campaign - 6 x 2 min (2023)

Animated Awareness Campaign on Implementation of the Nutrition-Sensitive Component of the Programme for Improved Nutrition in Sindh (PINS) was produced to create easy to watch and digest content for the public of Sindh so that they could learn about different aspects of nutrition, its importance in growth of children, disease resistance and outside elements affecting nutrition like open defecation. Native animated characters were developed to create familiarity affect and difficult concepts were explained via easy to understand animated characters and infographics.

RSPN-EU BRACE – 5 x 2-5 min (2023)

Rural Support Programme Network (RSPN) and **European Union (EU)'s RSPN-EU- Baluchistan Rural Development and Community Empowerment (BRACE) programme** through their partners **Baluchistan Rural Support Program (BRSP)** and **National Rural Support Programme (NRSP)** has surveyed 9 districts of Baluchistan using poverty score cards and picked up individuals who have receive grants, loans and vocational training to start their own businesses. The programme also provided infrastructure like water schemes, schools and roads. Films cover the stories of individuals and other aspects of programme like self-help, gender inclusive approaches, best practices and the overall programme itself.

**Invitation ad photographic competition on visibility of CPEC projects
– 1 min
(2023)**

A TV and social media advertisement campaign to invite people to submit photographs depicting positive impact of CPEC projects on the lives of Pakistanis. The winners earned and fully paid visit to China.

**Private sector involvement in Family planning – 5 min
(2023)**

A video which measure the impact of initiative by Population council in collaboration with Government of Pakistan to involve Private sector Family planning. Representatives of private sector share their experience and while experts furnish their assessment of the impacts.

**RSPN ECW Multi Year Resilience Program – 1 x 10-12 min and 6 x 1 min
(2023)**

A Video Documentary and Short Video Reels on improving access to inclusive and equitable quality education for refugee, crisis- affected and otherwise vulnerable children and adolescents in Pakistan produced under **Education Cannot Wait (ECW)** Funded **RSPN- Multi-Year Resilience Programme (MYRP)** being implemented in three districts of Balochistan.

**Increasing productivity and profitability of pulse production in cereal
based cropping systems in Pakistan - 4 x 5-7 min
(2024)**

The story of collaborative effort between **Australian Centre for International Agricultural Research (ACIAR)**, **Charles Sturt University, Bathurst, Australia** and their partners in Pakistan that focuses on lentil, chickpea and groundnut production and value addition in cereal cropping system through farmer led variety selection and introduction of modern farming methods as told by farmers and researchers in **National Agriculture Research Centre (NARC)**, **Muhammad Nawaz Sharif University of Agriculture, Sindh Agriculture University and University of Arid Agricultural Rawalpindi**.

**SAVING CHILDREN'S LIVES DURING CRISES – 6 min
(2024)**

This film documents the **WHO's** initiative to stabilize nutrition to normal after detrimental effects of floods. In this regard Nutrition stabilization centers were established in flood affected areas in partnership with **Government of Pakistan**, **WFP** and **UNICEF** to address the issue.

**CMW Plus– 16 min, 6 min and 4 min
(2024)**

Strengthening of community-based Health care system through Community **Midwife Plus Project** was undertaken by **Population Council** in areas of Sindh in collaboration with **Government of Sindh**. The film documents the success and different aspects of the project through voices of CMWs, the Community itself and endorsed by Government representatives along with a commitment to upscale the project to the whole province.

**Taking the Pulse – 6 min
(2024)**

Asian Development Bank (ADB) partnered with **Center for Communications Programs Pakistan (CCPP)** to develop a Behavior Change Communication (BCC) Strategy for the **ADB Funded Khyber Pakhtunkhwa Cities Improvement Project (KPCIP)** under the **WASH+H framework**. The film documents the testing of **WASH SBC** campaign in **Kohat** under this partnership.

**RSPN ECW Multi Year Resilience Program – 5 x 2-3 min Reels
(In Pre-Production)**

Short Video Reels on improving access to inclusive and equitable quality education for refugee, crisis- affected and otherwise vulnerable children and adolescents in Pakistan produced under **Education Cannot Wait (ECW)** Funded **RSPN- Multi-Year Resilience Programme (MYRP)** being implemented in three districts of Balochistan. Now that the project is at its end the reels aim to explore success stories of beneficiaries.

TRAINING/AWARENESS FILMS

**POLITICAL PARTY DEVELOPMENT – (50 min)
(2005-06)**

A training film series produced for **National Democratic Institute (NDI)**, designed to teach the political party workers and leaders, how a political party is formed and how it should function in the best interest of Democracy. The first module just completed, is the first ever training film produced by any of the NDI offices in 60 countries.

**TEACHER’S TRAININGS – (15 min x 18)
(2009-10)**

A video form of the teachers trainings for primary school teachers regularly arranged by **Developments In Literacy (DIL)** targeting Rural and slum community schools is being produced to widen the reach of the program. The main theme of the training is based on demonstration in Science, Mathematics and Social Studies of concepts, procedures, mechanisms etc. in classrooms using inexpensive materials.

**Driver’s Training – (5 min)
(2010)**

A short video made for **US Embassy**, basically warning foreigners driving on Pakistani roads, about the hazards of almost crazy traffic to alien eye and disorderly road crossings by local pedestrians. Done in enough funny way to keep interest and while being scary enough to drive the message home, it was a wakeup call to all would be drivers.

**TRAINING on RMS Software – (5 min x 7)
(2013)**

UNDP Pakistan collaborated with **Election Commission of Pakistan (ECP)** to manage the election results through computer based system. A special software was made for polling centers so that they could add results to the software and upload them directly to ECP servers, giving ECP prompt access details polling

data for the first time in history of Pakistan. These training videos provided up close, over the shoulder like detailed instructions of the operation of **Results Management System (RMS)** software which played a key role in implementation of the system in very short time.

**Self-Defense training for Women Police Officers – (12 min)
(2019)**

A short video made for **US Embassy and International Narcotics Law Enforcement, U.S. Department of State** is a training for Women Police Officers so that they can protect themselves from any attacker during performing their duty. This training is hosted by Mr. Benjamin S. Chamble and Ms. Ryan Caldwell and they both present different situations that a lady police officer might face and then present techniques by which she can protect herself from an assault.

**Animated Teachers Training Videos – (2-3 min x 80)
(2021)**

These animated training videos for teachers were originally produced in English language by **Right to Play (RTP)** in US. Now **keychain films** has converted them into Urdu language for **RTP Pakistan**. Conversion involved translation of scripts into urdu and replacing voice over with Urdu one. Onscreen texts were also recreated and animated to match original style of video. Additionally all video are subtitled in Sindhi language for Sindhi audience for which scripts were also translated into Sindhi Language.

**Physical Education Training Videos – (10 min x 12)
(2021)**

These training videos for teachers were originally produced in English language by **Right to Play (RTP) Pakistan** International organization working in 20 countries. It works for a better life for children around the world and uses a unique way of transforming lives of children using play as a tool and a medium to teach good and useful values to children while protecting their health through physical activities. These videos will feature their methodology teaching life skills to children in through play and will be broadcast on PTV Tele school by Federal Directorate of Education (FDE).

**Animated Videos on Implementation of the Nutrition-Sensitive
Component of the Programme for Improved Nutrition in Sindh (PINS)
– (2-4 min x 5)
(2023)**

These training videos were produced for **Rural Support Programme Network (RSPN)s EU funded Programme for Improved Nutrition in Sindh (PINS)** as a tool to spread social behavioral change messages of the project to the wider public and the masses. It contained both character based scenes and infographic scenes.

Social Media / Web Series

Marka-e-Saleeb-o-Hilal (Battle of Cross and Crescent) – 22 x 20 min (2020)

A history based informative web series hosted by Dr. Hassan Bukhari which tells the history and tales of strife centuries long in middle east over Jerusalem between Christians and Muslims. Dr. Hassan tells the tale with fervor and humor to keep the interest of audience but with historical accuracy. Recorded in Foxnib Studio Rawalpindi and post at keychain films, webseries went online in late 2020.

Broadcast Programs

MOBILINK'S JOURNEY THROUGH PAKISTAN – 13 x 25 min (Aired on PTV and HUM 2007-2008)

An **EYBEX Films** production sponsored by **Mobilink Pakistan** was a high profile travel show broadcast on Pakistan Television and Hum TV simultaneously. Keychain films provided the high quality post solution and Kashif Kamal was the editor on the project including a 30 min tourism documentary. The show was a big success and was specially noted for its image quality and sound mixing.

Adventure Unlimited-13 x 25 min (Aired on PTV 2011)

A television show hosted by **Wajahat Malik** and produced by **Eybex films** and edited at **keychain films**, showcases sportsmen of extreme breed from Pakistan and abroad. From Paragliding to dirt biking the mountains, from base-jumping to mountain climbing audience will be amazed with what people do for fun! Its expected to start airing during October 2010.

Turkey Nama-13 x 25 min (Aired on PTV 2013)

A 13 part TV travelogue about Turkey, hosted by **Wajahat Malik** and produced by **Eybex films** and edited at **keychain films**, where the Turkish culture, its people and its beautiful tourist destinations were showcased for Pakistani viewers. Turkey Nama starts off with Istanbul and then traces the contours of the whole country, exploring its rich culture and heritage.

Pur Azm Pakistan- (24x5min) (On air from various TV Channels)

A short film series about terrorist victims and their families, Showcasing the courage, bravery and resilience of common Pakistanis people. The series was launched by mid 2014 on various Pakistani and international channels. This short film series is being produced in association with **CRS**.

Hai Maidan Tai Maidan - 10 x 25 min (Aired from PTV from 2014)

A 10 part TV travelogue hosted by **Wajahat Malik** and **Mujeeb Arez (Afghanistan)** produced by **Lapis Communications, Afghanistan**. Both hosts travel Pakistan and Afghanistan together and share with each other best in places, people, food and culture, both countries have to offer. **keychain films** dubbed in urdu the conversations in Darri, Pashto and Persian for the version to be broadcast in Pakistan.

**Ustadon kay Ustad – 3 x 25 min
(Aired from Express News 2015)**

A 6 part TV show produced by **The media Network** in association with **keychain films** presented big city teachers going to remote areas to teach children in their unique and innovative styles. The show was basically produced to motivate teachers in the country to take pride in their work and do go further in their effort to brighten up young minds. Keychain films was responsible for three episodes produced at Shigar in Gilgit-Baltistan, Peshawar in KPK and Bhit Island near Karachi in Sindh.

Television and Social Media Commercials

**PSMs about Mother And Child Health for Paiman Project – 4 x 30 secs
(2010)**

Public service messages produced for Paiman Project, Pakistan provide awareness about mother and child health on themes like breast feeding. These were broadcast quality TVC and was aired on mainstream TV channels.

**PSMs about Adolescent Issues for Paiman Project – 4 x 30 secs
(2013)**

Public service messages produced for WEG, Hayat, Pakistan provide awareness about adolescents on themes like AIDS, by messages from different Islamic scholars and Mufti respected in community. These were broadcast quality TVC and was aired on mainstream TV channels.

**PSMs about MNCH in wake of Covid-19 Pandemic - 2 x 1.5 min
(Aired from PTV and uploaded on Population Council central website
(2020)**

Two public service messages by **Shibli Faraz, Federal Minister for Information and Broadcasting** and **Dr. Qibla Muhammad Ayaz, Chairman Islamic Ideology Council** were produced for **Population Council** and aired from **PTV** and were uploaded on **Population Council** central website by their head office in New York. The messages focused on following birth spacing during the Covid-19 Pandemic to save mothers and newborns from complication and the pandemic.

**Balance TVC for Population Center - 60 secs
(2020)**

TVC made for Population Center, Pakistan during COVID-19 discussing balance in life via family planning. This high end ad shows two women having conversation at home in backyard in rural settings. The discussion revolves around recent school admission of one of the women (Positive example) in a big school and her plans for other child on way while her neighbor expresses her inability to follow her similar wishes due to number of children she has. This was broadcast quality TVC and was aired on mainstream TV channels.

Corporate Films

Fuelling the National Economy - MPCL Company Video Profile – 12 min (2013)

This Video company profile of Mari Petroleum Company Limited (MPCL) tells the story of the company and its achievements, its contribution in national economy and specifically in the energy sector. Company's investment in advance technologies and its dedicated team is highlighted to which MPCL owes its current status as a successful and growing company. Locations of discoveries and operations, production quantity and quality, Corporate social responsibility programs and health safety and environment.

MOL Pakistan – 5 min (2018-Updated with New Interviews from MD and DMD 2019-20)

This short documentary while highlighting achievements of MOL Group in Pakistan since 2005 mainly focuses on its partnership with Pakistan and its people. CSR work they have done in areas they are working specially the Khushal Garh Bridge built in KP and more is highlighted. MOL being equal opportunity employer has built and focused on its team.

MPCL Annual Report 6 min (2021)

Done in 2 camera interview form Current MD of MPCL Mr. Faheem Haider delivers achievements with figures tastefully presented in on screen graphics along the interview frame. He further share companies current endeavors with pictures and videos and future plans for shareholders.

Children's Programs

RUNGA RUNG DUNIYA – 5 min x 26 (In Pre Production)

The "color story" based in stop-motion animation tells of Malanga's experience in the forest where he meets two kids, Tinko and Minko. The story will teach the children about color taking relevance from nature itself. There are the two parts of the story, first part introduces each of the primary colors. In the 2nd part primary colors are mixed together to make secondary color, which then is related back to nature.

MUSIC VIDEOS

LEEWAY (2005)

A high-end video made on the song titled "Leeway" by the Rock band **Corduroy**. Basically a performance video, but also having funny but serious bits inline with

Profile keychain films

song's concept about the post 9/11 world. Apart from anything else the video was aimed at to capture the performance of the band and Giga volts of energy that they transfer to their crowds.

Ghoom Ghoom (2010)

A song video of **Haroon's** song titled '**Ghoom Ghoom**' shot on international locations and featured some slow motion synchronization of audio, video speed changes and mixture of high and slow motion etc. The video was edited at keychain films.

Unbreakable (2012)

An English song video by artist **Liala** targeted basically for western markets was shot in Islamabad. The song is basically a love song and first single from the artist.

Dhoondonga (2014)

A song video of **Haroon's** song titled '**Dhoondonga**' shot at keychain films' studio completely in green screen and chroma keyed to place Haroon in 3D animated worlds created by Mr. Uzair Z. Khan.

Sunbeam Baby (2014)

A **Freddie Fiction's** song video titled '**Sunbeam Baby**'. The video and album targeted and at mainly western markets, was shot at Hollywood, USA and combines live action and fantasy worlds in chroma key. The video was edited at keychain films.

Kuttay (In Pre Production)

Arieb Azhar's new song comments on the ills of socio-economic development of humans and societies and reminisces old days and goodness in past humans by creating funny yet hard hitting analogy between simpler life style of humans in past and dogs. Keychain films is doing complete production of the video.

Live Event Coverage

NDI TRAINING SESSIONS (2005-6)

We have done multi-camera video coverage for National Democratic Institute, Pakistan of their several Training sessions for political party Workers. Closing days of these trainings including question answer session with trainees were attended by esteemed personalities like Mr. Ryan C. Crocker, the US Ambassador to Pakistan and others including British High Commissioner and Turkish Ambassador to Pakistan.

UNDP GENDER MAINSTREAMING PROJECT TRAINING SESSION (2005)

Multi-Camera video coverage of training session for Government Line Departments on Gender Issues.

**SDC 40th Anniversary Celebration Event
(2006)**

Coverage of Swiss Development for Cooperation, Pakistan's event on 40th anniversary. The events main theme was individual performances by music artist from Switzerland and Pakistan and then a fusion performance of Swiss and Pakistani Music.

**COMMENCEMENT CEREMONY OF ZARGHUN GAS FIELD
Bolan Joint Venture (Mari Gas Company Limited, GHPL, PKP and SE)
(2006)**

Multi-Camera Video Coverage with live multi-screen projection of the coverage of commencement ceremony of Zarghun Gas Field on 8th December 2006 at Quetta Serena. The Event was attended by many State and Provincial Ministers, Governor Baluchistan, many State officials and President General Parvez Musharraf.

**ISO Environment Certificate Award ceremony – Mari Gas Company
(2007)**

Multi-Camera Video Coverage with live multi-screen projection of the coverage of ISO Environment Certificate Award ceremony of Mari Gas Company Limited on 19th March, 2007 at Islamabad Serena. The Event was attended by many State officials.

**Fatima Jinnah Women University's Commencement Ceremony
(2007)**

Multi-Camera Video Coverage of the Fatima Jinnah Women University's 7th Commencement Ceremony on 24th October, 2007 at Islamabad Convention, Center. The Event was attended by Governor Punjab, many State officials and teaching faculty.

**Fatima Jinnah Women University's Commencement Ceremony
(2008)**

Multi-Camera Video Coverage of the Fatima Jinnah Women University's 8th Commencement Ceremony on 3rd December, 2008 at Islamabad Convention, Center. The Event was attended by Governor Punjab, many State officials and teaching faculty.

**Fatima Jinnah Women University's Commencement Ceremony
(2009)**

Multi-Camera Video Coverage of the Fatima Jinnah Women University's 9th Commencement Ceremony on 3rd December, 2008 at Islamabad Convention, Center. The Event was attended by Governor Punjab, many State officials and teaching faculty.

**COMMENCEMENT CEREMONY OF MANZILA GAS FIELD-MOL
(2009)**

Multi-Camera Video Coverage with live multi-screen projection of the coverage of inaugural ceremony of Manzilai Gas Field on 8th December, 2009 Tal Near Kohat in KPK. The Event was attended by many State and Provincial Ministers, and Chief Minister Khyber Pakhtunkhwa.

**Fatima Jinnah Women University's Commencement Ceremony
(2010)**

Multi-Camera Video Coverage of the Fatima Jinnah Women University's 10th Commencement Ceremony on 30th November, 2008 at Islamabad Convention, Center. The Event was attended by Governor Punjab, many State officials and teaching faculty.

**50 years of Peace Keeping
(2011)**

Multi-Camera Video Coverage with live projection of the coverage of inaugural ceremony of exhibition "50 years of Peace Keeping" on 28th July, 2011. The Event was inaugurated by Prime minister of Pakistan, and attended by Chief of Army staf, Pakistan's permanent representative to United Nations, Diplomats and many state functionaries.

**Lets Imagine Pakistan in 2020
(2011)**

Multi-Camera Video Coverage of conference titled "Lets Imagine Pakistan in 2020" arranged by **Friedrich Ebert Stiftung**. The basic attendees and audience were the youth of Pakistan. The Coverage was also edited into small report which was distributed on discs and web.

**Public Hearing on Election Issues by Senate Special Committee
(2012)**

Multi-Camera Video Coverage and Digital Still Photography of Public Hearing on election issues by Senate special committee arranged by **Democracy Reporting International (DRI)**. The basic attendees and audience were the Civil society, Media, Academia and General Public of Pakistan.

**Built Environment and Sustainable Development in Hindu Kush Region
(2012)**

Multi-Camera Video Coverage and Digital Still Photography of conference on Built Environment and Sustainable Development in Hindu Kush Region arranged by **Agha Khan Planning and Building Service, Pakistan (AKPBS'P)**. The basic Participants and audience other organizations like UNICEF, **UNHABITAT, AKESP, AKCSP, GOP, Govt. of GB, Govt. of KPK** and delegations from **Central Asia**.

**Safe and sustainable building design for mountainous regions of Pakistan
(2013)**

Multi-Camera Video Coverage and Digital Still Photography of conference on Safe and sustainable building design for mountainous regions of Pakistan arranged by **Agha Khan Planning and Building Service, Pakistan (AKPBS'P)**. The basic Participants and audience other organizations like UNICEF, **UNHABITAT, AKESP, AKCSP, GOP, Govt. of GB, Govt. of KPK** and experts from **Karachi University**.

**Conference on conditions of elections in FATA
(2013)**

Multi-Camera Video Coverage and Digital Still Photography of Conference on conditions of elections in FATA arranged by **Democracy Reporting International (DRI)**. The basic attendees and audience were the Civil society, Media and Election Commission of Pakistan.

**Conference of International Standard in Election Observation
(2013)**

Multi-Camera Video Coverage and Digital Still Photography of Conference of International Standard in Election Observation arranged by **Democracy Reporting International (DRI)**. The basic attendees and audience were the Civil society, Media and Election Commission of Pakistan.

**Conference on Media Guidelines for 2013 Elections
(2013)**

Multi-Camera Video Coverage and Digital Still Photography of Conference on Media Guidelines for 2013 Elections arranged by **Democracy Reporting International (DRI)**. The basic attendees and audience were the Media houses, Media Organizations and Election Commission of Pakistan.

**Baluchistan Development Forum
(2015)**

Multi-Camera Video Coverage of 2 day conference in Marriot, Islamabad in which Baluchistan Government presented their achievements, plans and hopes in front of Federal Government and civil society organizations in order to attract investments for a better future for Baluchistan.

**Alif Ailaan – Who Gets Good Jobs?
(2016)**

Multi-Camera Video Coverage of conference with photography on the outcomes of education system in Pakistan at Marriot, Islamabad.. Different education system flavors and their observed outcomes were discussed by experts along with possible underlying reasoning.

**Inauguration of MOL Pakistan Karak Gas field.
(2016)**

Multi-Camera Video Coverage with live multi-screen projection, photography and aerial filming of inauguration of MOL's Karak Gas Field by Mr. Shahid Khaqan Abbasi, Federal Minister for Petroleum and Natural Resources.

**Inauguration of MOL Pakistan Gas Processing plant.
(2018)**

Multi-Camera Video Coverage live multi-screen projection, photography of inauguration of MOL's Karak Gas Field by Mr. Shahid Khaqan Abbasi, Prime Minister of Pakistan at Tolang, KP. A previous plant was relocated to the location and retrofitted to improve its performance while re-assembling.

**Think globally, act locally–SDG's Implementation through Local Governments.
(2018)**

Multi-Camera Video Coverage of International Conference & UCLG-ASPAC Executive Bureau meeting at Serena, Islamabad. The one day conference was attended and addressed by local government representatives from remote areas of Pakistan and other countries along with experts.

**Multiple events of VSO, Pakistan under IHSS-SD project
(2019-2022)**

Photography and multi camera production including sound bites were recorded in different and packaged.

**Mulple Events by AWAZ CDS in Islamabad
(2020)**

Photography and single camera sound bites were recorded and packaged.

**Multiple events of JSI, Pakistan under IHSS-SD project
(2021-2023)**

Photography and multi camera production including sound bites were recorded in different and packaged.

Still Photography

We have been doing high-resolution digital still photography from human subjects to architectural, interior design and highly technical photography for Virtual Realities. Our previous clients include **Paiman Project, USAID, Emaar Pakistan, Karandaaz, WaterAid, UN Women, WHO, Alif Ailaan, DIS, AKPBS, ISPR, CRS, DRI, RSPN, JSI, RAF, VSO, AKPBS, P, Population Council, NARC, ACIAR, Cordaid** and more. Our work has been featured on Emaar's billboards, print campaigns, brochures and Emaar's website and AKPBS'P's publications. We were also invited to participate in Photo exhibition titled '**Swat Smiles Again**' held by ISPR and CRS.

We have done photography for numerous conferences, workshops and other events.

Our work for **Research and Advocacy Fund (RAF)** about Mother child health related issues can be seen at http://www.rafpakistan.org/userfiles/Poverty_Gender_Inequality_Social_Exclusion_and_their_Impact_on_MNH.pdf

Our Photography also regularly appears in Vigilant International a print magazine covering women issues. <http://thevigilantinternational.com/>

We did photography for Emaar Pakistan which has been featured on Emaar's billboards, print campaigns, brochures and Emaar's website <http://emaarpakistan.pk>

We have recently made SME photo bank and digital finance thematic studio and field photography for Karandaaz, Pakistan which they are using on their website <https://www.karandaaz.com.pk>.

During last decade we have been doing project Photography for USAID. For **USAID, RSPN, MOL Pakistan, Pakistan Skiing Federation, Karandaaz, VSO, WaterAid, BOPinc** Alif Ailaan and others we have done **high-Res Aerial photography** as well, which can be seen in our photography samples.

Interactive VRs

We have produced high resolution VRs depicting interior design and architecture of actual finished houses based on digital stills for Emaar Pakistan's Canyon Views project and some other private clients. We provide CD based format for offline viewing or to be incorporated in Multimedia CD or quick loading web format to be incorporated in website. This is an excellent tool for not only real estate but depicting actual on ground interactive viewing of any structural projects or products. Virtual reality tours of four different type of villas in street of dream were feature on their website for pre-visit by potential international buyers.

Multimedia CD & Media Packs

We have produced a full fledged interactive multimedia CD for Emaar Pakistan containing information about all their projects, pictures, animations, Maps, architectural plans and Interactive VRs of interiors of actual finished and furnished houses based on digital stills.

We have also produced a Media Pack containing all the Radio and television work produced by **ILO, Pakistan** in previous years. The pack was designed from ground up including media encoding DVD menu design, DVD Manufacturing with on disc paint based 4 color printing, magnetic locking card box design containing 12 DVDs, individual DVD cover sleeves printed in 4 colors and an inlay brochure containing details in text and pictures.

T echnical W ise

In its first year keychain films has been able to maintain high production standards both content wise and technical wise. All our productions are done on Full High Definition Digital format shot on top of the line Canon and Sony Cameras and edited on Apple Mac nonlinear systems with editing hardware from AJA systems that maintain pristine quality throughout the production flow for highest quality digital and analogue outputs.

On top of that, we have 8K/4K (Ultra High Definition) production capability. Canon 8K/4K and UHD/HD mirrorless and DSLRs with Canon EF lens range introduce a high standard or pristine imagery. We use DJI Mavic and Phantom series quadcopters to acquire 5K/4K aerial footage of expansive landscapes, large infrastructures and to add an omniscient view. DJI Ronin gimbal technology is combined with Quadcopters to produce dynamic footage that is free of traditional restrictions and is fluent in nature. To complement our high quality images we do not overlook sound. We record our sync sound in high definition digital audio format using Sennheiser microphones and Tascam recording equipment. Whether you want a high quality documentary or television program or a film. Since our editing systems maintain the high resolution of HD throughout the post-production flow based on MACs and PCs, the possibilities are unlimited. From correcting/adjusting frames to multitude of delivery formats from high-end video to even 35mm film!

In spite of all this technological capability, we like to invest in our people, more than anything else. It is our belief that it is our rightly placed trust, in our team that delivers.

Surely all this equipment and capability give us only one thing: the ability to satisfy our clients and to provide them unlimited possibilities.

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- Documentaries
- Corporate films
 - Training films
- Social Media Videos
 - Fund Raising films
- Promotional videos
 - Commercials
 - Dramas
- Educational Programs
 - Talk shows
- Magazine Shows
 - Sitcoms
- Song videos
- High Resolution Digital Still Photography
- Digital Photo Based Interactive Virtual Realities
 - Live Event Video Coverage and projection
 - Media Packages