



Coral Woman

BY DIRECTOR PRIYA THUVASSERY

The Film

An inspiring, need of the hour tale of a homemaker from Tamil Nadu, who, through her paintings, has been trying to draw public attention to the devastating effects of climate change on marine life and coastal communities. It is, in fact, her love for corals that inspired Uma to learn to swim, dive & paint in her 50s.

goodpitch
INDIA

4th March 2020,
The Experimental Theatre, NCPA
Mumbai





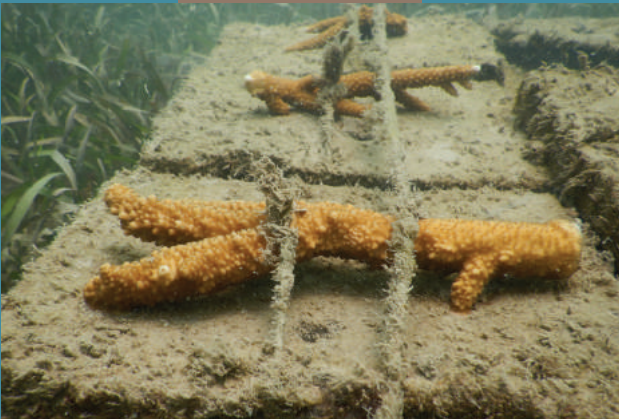
Impact Goals

- **Increase** “climate literacy” and coral awareness among communities and businesses.
- **Help** coastal communities adapt to climate trends.
- **Create** urgency and hope, inspiring behavioural change to stop climate change.



We'll Use This Film To...

- **Educate the public** and inspire behaviour change through creative engagement strategies (i.e video and art installations, coral-themed festivals)
- **Develop educational materials** on corals and climate change for children.
- **Create alternate job opportunities** for fishermen and coral-dependent communities.
- **Reach policy makers** and inspire policy change.



What We're Looking For At Good Pitch

- **Subtitling services** for the film in Tamil.
- **Educators and Non-Profits** to develop a school curriculum to accompany the film.
- **Artists** to transform the themes of the film into interactive art.
- **Foundations/Governments/Art Festivals** to showcase the Coral Woman-inspired art.
- **Corporations** to invest in rehabilitating coastal communities.
- **NGOs** to train fishermen and women in new livelihood skills.



Do you have a connection to share with the film or want to attend Good Pitch?
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