

Documentary Proposal

Rise of the Lower Mainland: A Punjabi Music Revolution



Gurman Kang

Image Source: Spotify

Rise of the Lower Mainland: Abstract



- Fifteen-minute documentary film
- Explores the shift of Punjabi music production to the Lower Mainland of British Columbia
- Traces the stories of artists, producers, and industry figures
- Chani Nattan's journey from early music to signing with Warner Music
- Collaborative power of the community
- Complex social context and controversies
- Documents a pivotal moment in music history

Treatment



- Historical Overview: Punjabi folk music to UK Bhangra
- Lower Mainland Rise: Elly Mangat & Deep Jandu ignite the scene mid-2010s
- Artists' Journeys: Karan Aujla, Sidhu Moose Wala, Chani Nattan
- Industry Interviews: Harj Nagra, Mad Mix, DJ Jeezy
- Gun Violence Controversy: Explores the complexities and accusations
- Cultural Significance: Punjabi diaspora, global influence
- International Success & Recognition: Karan Aujla, Diljit Dosanjh

Project History: Personal & Cultural Connection

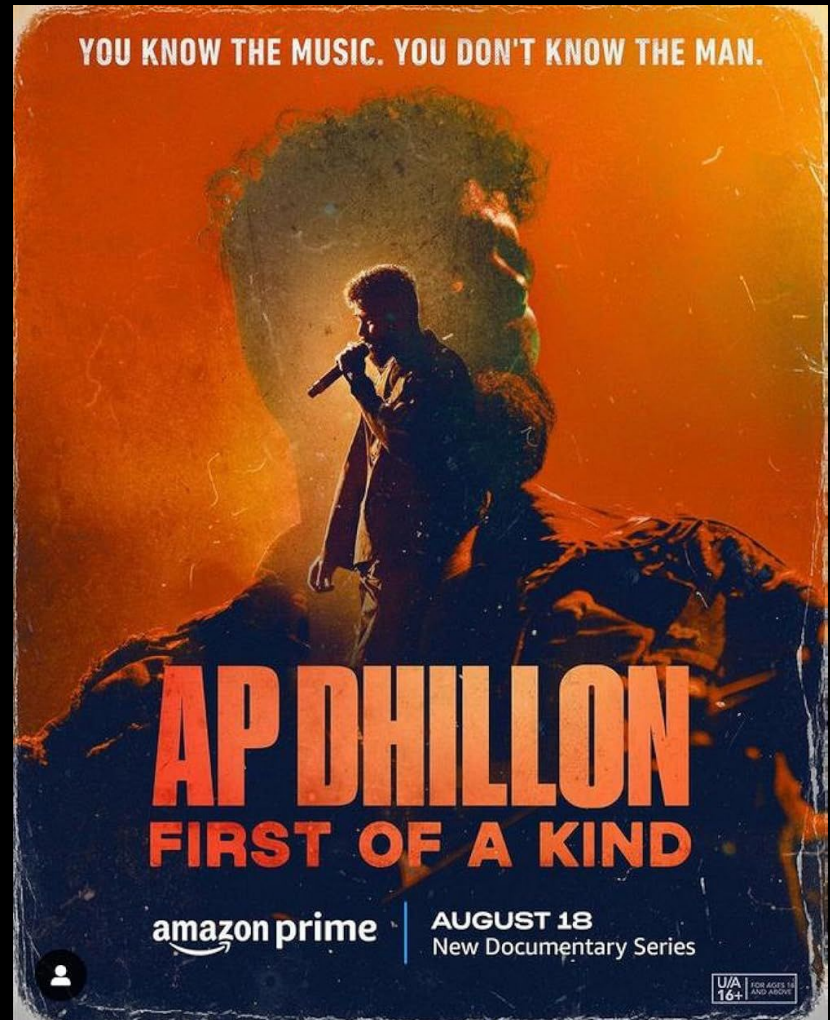


- Deeply personal connection to Punjabi music fostered by growing up in Kamloops, BC.
- Rise of Lower Mainland as epicenter of Punjabi music production was a revelation.
- Desire to understand the genesis of this vibrant scene, challenges and identity expression.
- Documentary captures pivotal moment, amplifies voices, and showcases global impact.
- Personal exploration, celebration, and sharing untold stories.

Target Audience

- Punjabi music fans globally
- Fans of Chani Nattan, Karan Aujla, Sidhu Moose Wala
- Broader audience for music documentaries and cultural studies
- Viewers interested in music, cultural identity, and community

Image Source: IMDb



Style and Approach



Image Source: Instagram: @dripyrage

- Observational documentary, interviews, and performance footage
- Vibrant cinematography
- Rhythmic and fast-paced editing
- Archival footage, behind-the-scenes access
- News clips to provide context
- Balanced approach to violence controversy
- Variety of camera techniques

Principal Participants and Advisors



- Chani Nattan (Lyricist/Artist): Punjabi–Canadian artist, central narrative of the documentary.
- Inderpal Moga (Artist): Collaborator with Chani Nattan and Mad Mix on "Daku."
- Mad Mix (Recording Engineer/Producer): Worked with Chani Nattan on "Daku."
- Harj Nagra (Producer): Instrumental in early Lower Mainland Punjabi music scene.
- DJ Jeezy (DJ): Well-known DJ in the Canadian music scene.
- Raman Bains (Artist): Emerging Punjabi artist, representing the next generation.



Plan of Work

- **Pre-Production (Jan 2025 – Feb 13, 2025):**
Research, interviews, location scouting, budget.
- **Production (Feb 14–16 & Mar 7–9, 2025):**
Principal photography, interviews, and performance footage.
- **Scriptwriting (Feb 17 – Mar 22, 2025):** Detailed script developed.
- **Post-Production (Feb 15 – Apr 10, 2025):**
Editing, music composition, sound mixing, final touches.

Budget

Production: Travel & Accommodation (Interviews) **\$604.46**, Fuel Costs **\$315.00**, Studio Rental **\$516.00**, Camera Rental **\$600.00**, Microphone Rental **\$180.00**, Additional B-Roll/Footage Acquisition **\$500.00**

Total: **\$7,865.46**



Post-Production: Final Cut Pro **\$400.00**, Logic Pro **\$250.00**, Music & Archival Footage Licensing **~\$2,500**, Marketing & Distribution **~\$1,000**

Contingency: Unexpected Expenses **\$1,000**

Works Cited

Decter, R. L. (2024, December 5). "8 asle" by Punjabi-Canadian artists Sukha & Chani Nattan among YouTube's most popular songs in Canada in 2024. Billboard Canada. <https://ca.billboard.com/music/chart-beat/sukha-8-asle-youtube>

Derdeyn, S. (2024, April 25). The B.C. connection to the success of global-pop Star Diljit Dosanjh | vancouver.sun. Vancouver Sun. <https://vancouversun.com/entertainment/music/diljit-dosanjh-vancouver-concert-bc-connection>

Sangha, J. (2024, May 3). Punjabi-Canadian Powerhouse Chani Nattan Signs to Warner Music's 91 North Records. Billboard Canada. <https://ca.billboard.com/music/music-news/chani-nattan-91-north-facetime>

[532 × 640](#)

[531 × 640](#)

[537 × 640](#)

[210 × 317](#)

[2,360 × 1,833](#)

[1,000 × 1,248](#)

[1,080 × 1,446](#)

[1,800 × 1,800](#)