



IDC, IIT BOMBAY THE DAMROO PROJECT

CREATING CONTENT(MENT) FOR CHILDREN

International Seminar and Exhibition

KARADI TALES



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Intro/Bio

As a company we are involved in basically word, picture and sound. And taking in from some of the presentations in the morning, we had Suzy presenting her books which are very tactile and which are very real, the physicality of that was very important and it was a little interesting that when she actually showed it here, in the auditorium, she played music along with that and I asked her, is the music available to the child. You know, like let us say we want another dimension to it and one of the aspects of the company where we work with publishers, Karadi Tales is the sound. The basic idea is even when we read a story, and I do this exercise in a class wherein I ask, you know we pick up a sheet of paper and we read it, but we don't make any sound. But even when we read, the story, there is a sound that we here inside, you know actually it's also now scientifically proven that what is actually been processed is the sound of the reading and not the visual aspect of reading. In fact this morning when this wonderful lady spoke in Marathi, my first reaction was kya baat hai, you know because just this sound of different language made such a big difference. Of course what she said was extremely relevant and valuable but also just this sheer phonetics, the sound of the story. So, I would like to; also coming from the fact that as publishers you know we used to make these audio books which used to come in cassettes and then we graduated

to CDs and there came a time when the CDs did not really have a place in the home, vis - a vis, let us say we have put a CD in the player, invariably the CD player is connected to the television, at least in Indian homes, even if you want to play an audio CD, it is invariably connected to a television and one of the feedbacks that we got from our customers was that you put the CD but nothing comes on TV. So we had to you know, the whole idea of just reading the book and listening as an audio book was beginning to pose a challenge because we were not as fortunate as Raja Mohanty and we had to make a living and we also had to sell the books, so we were wondering what do we do now. And we almost stumbled upon and also you know when we were children there used to be this serial coming on Sunday evening called Sinbad the Sailor, which was nothing but the book and a camera panning across the book, you know zooming in, zooming out, no animation not really animation. So we were kind of taken in from a couple of these and this is the book that we recently did and very interesting. So a book written by Anushka Ravishankar, it's called The Boy Who Drew Cats. And it is illustrated by Christine Castle and Shobha here who has also worked. So the company is extremely passionate about the physical nature of the book. So if we were to address that child or that parent more importantly, if we put a CD inside what comes on the television screen, we made a little attempt, its still work in progress. I would like to show the book on screen along with the sound. It's called the Boy Who Drew Cats. We can take questions after. Thank you.