

# Interactive storytelling

LAXMI DHAUL, CEO, PRITHVI MEDIA, TELLS AADITI ISAAC THAT THE INDIAN ANIMATION INDUSTRY OFFERS A RANGE OF POSSIBILITIES AND WE SHOULD TRY AND TELL OUR OWN STORIES



Laxmi Dhaul

The Indian animation industry has come a long way. From being a tool that was just used for entertainment, animation is now used to sensitise people about different issues.

However, 20 years ago, Laxmi Dhaul, director of *Chimi's Dream: The Green Parade*, a 13-minute animated film, had written a story to discover the possibility of re-telling it through animation.

Dhaul, CEO, Prithvi Media, said, "I knew nothing about animation but my husband encouraged me to go ahead, learn and make a movie without thinking about the end product. So I learnt animation from a young boy who was working in my husband's office."

Dhaul's animation film revolves around a young boy who after playing in the forest falls off to sleep and has a life-changing dream. In his dream, animals from the forest narrate stories about the adverse consequences of global warming and the degradation and eventual destruction of their home, the forest. The animals form a band called 'The Green Parade' to

travel worldwide and protest against ill-treatment of the environment by humans. The film was recently screened in the Capital on the occasion of Earth Day.



The movie was made in a year's time keeping in mind the environmental issues. "The aim of the movie is to generate awareness about the environment and to think about the legacy that the future generation shall inherit," said Dhaul, whose favourite animation movie, which isn't really animation, is *Avatar*.

Talking about the challenges she faced while making the movie, Dhaul said that her lack of technical expertise was a problem, it took her longer to make the movie.

"It took me a long time to understand the process of rendering in animation, where all the aspects of a movie are put together such as background and music. Rendering is an expensive process and we had to wait till the rendering was done. It took me three months to take a final look," informed Dhaul.

Talking about the role of animation in changing times, Dhaul said, "20 years ago, stories were written by hand. But when animation started, it had a huge impact on the way a story was told as people discovered new possibilities. Although we have trained talent, we lack creativity, which is why we are making too many mythological movies. This needs to change and we should tell our own stories."



A still from the film *Chimi's Dream - The Green Parade*

The aim of the 13-minute film is to generate environmental awareness with a thought for the future generation