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Kids would soon have a reason to celebrate as education would no longer be restricted to the boring confines of textbooks, but would rather make for a fun experience with the help of cinema.

Edumedia has put its best foot forward to promote film viewing among kids in various schools of the city. This initiative is not just going to make curriculum fun, but would also educate kids about social issues, cultural values and principles. It is employing professional scriptwriters and directors to make films, which would lend a new dimension to modern day education system. Prominent Bollywood names like Shashank Shah of My Brother Nikhil fame have been roped in for this project. A slew of stars from the silver screen have also been approached to act in these films.

‘These films are not in the usual boring documentary format with routine lessons in moral science. We want them to think and be able to decide for themselves what is right or wrong, said Sayed Sultan Ahmed, managing Director, Edumedia. These films would be made in the 35mm format. The procedure for this new age education system, would essentially involve a four-fold processes. Firstly, the company would conduct exhaustive research to trace issues which concerns

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kids the most, the kind of awareness that they need in the contemporary age, followed by scripting by eminent professionals from celluloid. The procedure would culminate with showing the kids these films and asking them to jot down the lessons that they internalized.

The films are going to treat kids as a mature audience. The films would be made within a budget of Rs.10 to 15 lakhs. This is an insightful thing Edumedia is doing. It will be both entertaining and educating, said Manjula Raman, Principal, Hartley High School.

While many are optimistic about the harvest of the project, there are a fair few cynics as well. The concept sounds nice indeed, but it is too early to suggest without seeing the movies whether the initiative is good enough, said Par Joshi, Principal, Mahadevi Birla Sishu Vihar.

Efforts are on to make films for both teachers and parents. This is being done in a bid to pep up boring parent-teacher meetings, that usually consist of marks, complaints and grievances. For a lifetime license, which costs between Rs 25,000 – rs.50,000 a school would be able to screen these movies on a regular basis, anytime and as long as they want.

‘Psychologists feel that cinema has a strong effect on the mind, and solving the workbook after watching cinema is going to multiply the effect. The challenge is to ensure that cinema becomes an integral part of a student’s learning, he said. National English School, M.P. Birla Foundation, B.D. Memorial, Mahadevi Birla Girls’ High School and GSS Girls’ Academy are some schools which are keen on implementing this project.

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