

A large, irregular red watercolor splash serves as the background for the title and project information. It has a textured, painterly appearance with various shades of red and pink.

Menstruation

Project by:- Ragini Ranjana, 156340012

Guided by :- Prof. Shilpa Ranade

Menstruation

Project III Report
April 2017

Ragini Ranjana
156340012

M.Des Animation Design,Batch 2015-2017
Industrial Design Centre, IIT Bombay

Declaration

I hereby declare that the project work done in relation to my graduation film and submitted as a written report to the Industrial Design Centre, IIT Bombay is a record of the original work done by me under the guidance of Prof. Shilpa Ranade. And wherever others' ideas and word included, I have adequately cited and referenced the original sources.

Unless otherwise stated, the contents of this report in the form of text and images are entirely my own. The views expressed in the document as part of the written submission of the project are my own and do not necessarily represent the views of Industrial Design Center, IIT Bombay.

Ragini Ranjana
156340012
April 2017

A rectangular box containing a handwritten signature in blue ink. The signature reads "Ragini Ranjana" in a cursive, slightly slanted script.

Approval

The report committee for Animation Design, Industrial Design Centre,
IIT Bombay,
Certifies that this is approved version of the following report on:

Keh Sakte Hain Hum

By

Ragini Ranjana
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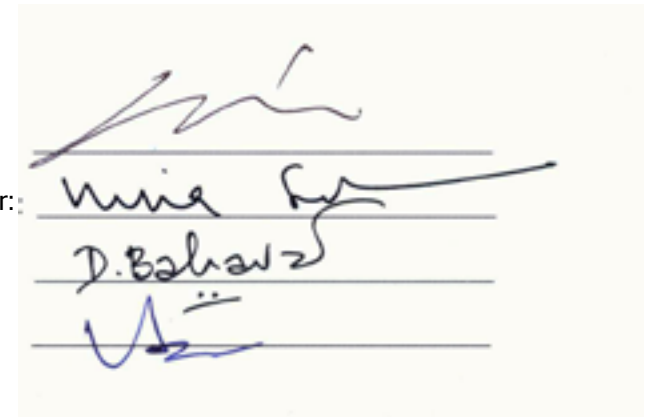
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Project Advisor:

Internal Examiner:

External Advisor:

Chairperson:



The image shows a yellow rectangular area containing four handwritten signatures in blue ink, each written over a horizontal line. The signatures are: 1. Project Advisor: A stylized signature. 2. Internal Examiner: A signature that appears to be 'Rini' followed by a flourish. 3. External Advisor: A signature that appears to be 'D. Balazs'. 4. Chairperson: A signature that appears to be 'V. S.' followed by a flourish.

Keh Sakte Hain Hum

by

Ragini Ranjana
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Report

Presented to the Faculty of the Industrial Design Center
Indian Institute Of Technology, Bombay
In Partial Fulfilment Of The Requirments For The Degree Of

Master In Design
In
Animation Design



Industrial Design Centre, IIT Bombay
Project Advisor:- Shilpa Ranade

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ABSTRACT

Menstruation is a common biological process which every woman has to go through in her life. Unlike other human physiological process i.e. digestion, respiration, excretion it does not start with our birth. It happens after a certain age which differs from person to person but generally it is between 9-10 yrs. in women. This stage of human life is adolescence and its starting point is called attaining puberty. It is a phase which differentiates a woman from a man. When a girl attains puberty she starts menstruating.

But if Menstruation is so biological, universal and usual process, why don't most women talk about it? Why are girls and boys attaining puberty unaware of the changes going on in their body? And if they know why do they hesitate talking about it? Generally the boys are kept in the dark and girls, if they talk, do it in a closed groups in hushed tones and use slangs like 'down' or 'chums'.

If we are that uncomfortable talking about universal process of menstruation there must be a strong reason behind it. So what's that reason?

The reason is our attitude towards menstruation. We take it as a process which we should not talk about openly. When girls reach their puberty and experience their first menstruation they are mostly worried because of pain and blood associated with the process. At

that time we make them more scared by treating them differently and sometime telling them not to share this with certain people. In some households they are bound by rules and practices which have been followed through generations without questioning, which kind of strengthens their belief that it is something that needs to be hidden. All this leads to creating a feeling of shame, embarrassment and indignity around it. This continues even when they grow up and start working. We generally work during our periods which is alright as long as we don't ignore our body health. Sometimes we end up asking for leave but the reason for it is never said as menstruation. We end up saying "we are not well". And also we lose our sick leave on something which is not a sickness. Unwillingness to talk about it also results in unhygienic menstrual management leading to infection and health problems.

Our attitude towards menstruation is strongly influenced by social and cultural practices. The problem around menstrual health, lies in a woman's attitude towards her periods, her unwillingness and shame to talk about it. So, If she doesn't feel good about herself, she will not consider herself worthy of care and necessary hygiene during menstruation.

CONTENTS

Introduction.....	1
Inspiration And Research.....	3
Influence.....	3
Research.....	3
Secondary data collection.....	4
Primary Data Collection.....	10
Initial Story Development.....	12
Behind The Concepts.....	12
Concerns.....	12
Initial Ideas And Concepts.....	13
Chosen Concept	13
Story Ideas.....	14
Final Story.....	15
Story Board.....	17
Techniques Exploration.....	26
Character Design.....	27
Concepts Sketches.....	29

Animatic.....	32
Revised Poem.....	33
Revised Story Board	34
Production	44
Shot Development	45
Background Development.....	45
Character Animation.....	46
Bringing Character And Background Together	47
Compositing.....	47
Sound Design.....	48
Challenges And Learning	48
Conclusion.....	49
References.....	50

INTRODUCTION

When the seed was sown!

I was born and brought up in a small town, Ranchi and I belong to a middle-class nuclear family. As both of my parents were working, my elder brother and sister and neighborhood family played an equal role in bringing me up. But this was not the reason which inspired me to work on the topic of "Menstruation".

I got my first menstrual cycle in class VII, till that time I knew a little bit about this as few of my classmates had already got their periods and also we had our lesson on "Reaching the age of adolescence". Even though I like science I wasn't that influenced by that chapter, as that was merely a chapter and I hadn't experienced it yet. But when it came, it wasn't just another physiological process, it was bounded by numerous rules, do's and don'ts by my mother. At that very moment, I came to know why I was called while playing for offering evening prayer in spite of my mother and sister's presence in the home. From then it happened numerous times when I was excluded from evening prayer which made me happy as I got additional half an hour to play. But sometimes it was a matter of grave grief as I was supposed to be at home during Durga puja when my whole family and neighborhood was celebrating and visiting pandals. It often caused arguments between my mother and brother as sometimes coincidentally we three got our periods on same time and he had to perform the evening prayer which he disliked. Other than being forbidden from puja there were a few rules which we were to follow like not to touch pickles, not to wash hair during periods and wash it next day when it got over. As it's a nuclear family there were no

such rules of seclusion. But as these were followed in every other house and was quite common. It didn't create any revolutionary idea inside my little brain. I accepted it and became aware of the fact that there was something to hide about it. So this did not act as a catalyst behind choosing "Menstruation" as my project.

During my childhood, I with my friends had often visited the local market with a chit, handed over either by my sister or my friend's sister. We gave that chit to shopkeeper uncle and he used to wrap something nicely with newspaper and gave that to us. Which we had to deliver to them and in return, we were rewarded with the leftover money which we can exchange for candies. Once when asked about the product my neighborhood didi demonstrated the absorbent quality in a similar way as we saw in the television and mislead us describing that it's used as an ink absorber. Instead of sharing the menstruation cycle knowledge with us, she distracted us. But blaming anything on them might not be right as in our society it was believed that the girls will discover this when it is time.

I grew up with time and opted for science in 10+2 keeping biology as the main subject. As I enjoyed biology, I studied it thoroughly and tried to memorize all of it. In fact, I knew all the process, hormones, myths and several other aspect of it. But something was still as constant as the pole star; those were the menstrual practices and beliefs. I never questioned them, not even once. After that, I went to Delhi for my graduation. From a small city to a metro city, not just

Mr. Muruganandum Arunachalam shared his vision-

"Making India into 100% sanitary napkin using country from current level of less than 5%"

He stated in his talk that if he even increases the percentage to 10%, he will consider himself to be successful.

Can we also share his goal?

a metro city, capital city of India. Their situation was little different. Girls talk about it in a hushed tone but they do talk about it mostly using slang like "down". If I truly say, they don't talk they complain and try to get rid of their disgust regarding menstruation. I never did that, not because I thought that was wrong but just because I had never talked about it. While I was there, one of my friends used to suffer unbearable pain during her periods. Her periods sometimes continued for a week and often resulted in her missing classes. As my periods were with mild pain and cramps, I was unable to understand her reaction and thought about it. Although the feeling was alien to me, yet I left it unquestioned.

I joined a multinational retail brand after my college as a visual merchandiser. It was a male dominated profession. In my workplace, there were only three women including me. I had a traveling job and needed to travel across stores in Punjab and Delhi. Sometimes I travelled during my menstrual cycle. It was inconvenient and I suffered not only from cramps but also with the psychological pressure of staining. Keeping calendar does not always work for me. Even at my stationed workplace, it was inconvenient and I ended up tolerating it. It was even harder for the other two in the staff as according to their work profile they needed to be on the floor, standing and representing their product. During their menstrual cycle, I saw them borrowing some time from the floor and hiding in washrooms, wiping tears, resting for a while and preparing

themselves to smile again. Whenever it was beyond tolerance they reported to the manager asking for leave. The reason provided was mostly "not well", leading to losing one of their sick leaves. It was common among working women. The most I did was console and offer a painkiller. So, it was also not the trigger for this project.

I was in my room in Hostel-10 IIT Bombay from where I am pursuing my Masters in Design. While scrolling down facebook updates, chatting and giggling over texts, I came across one of the videos shared on my page. I watched that video and it all started there. The video was about a man, "Muruganandum Arunachalam" who was working on developing low priced sanitary napkins for rural women and his wife. The story was inspiring, that man even tried to experience menstruation and tested his product on himself. But the women around him were not that open-minded. What makes us so introvert towards menstruation, that we even hesitate to take the name of it in front of men. I am also one of those women despite my education.

INSPIRATION AND RESEARCH

Influences

Being a woman, menstruation has been a part of my life since puberty. It was always there. Even after undergoing menstrual cycle every month and facing problems related to it now and then, I never raised a question. Maybe because I was convinced I have to live like that.

The documentary of “The Menstrual Man” raised several questions in my mind.

“Is finding a better way to resolve a problem that hard?
Why we feel so conscious while discussing menstruation?
Are all traditions that are followed right?
Do we need to at least question them?”

After watching the documentary I followed the person online and read articles related to his work and listened to his talk which has sown seed of this project.

Research

Although the documentary of “The Menstrual Man” was just a link shared to me on my page, it opened up a lot of conversation around me. The first person I talked to after watching the video was my sister. While talking about menstruation she unbound her experience and belief which I was unaware of even after being so close. It was altogether a different experience. I started talking about menstruation with friends, classmates, and other people. It drove me to work on it.

I started my research in the search of untold reasons of hesitation. Menstruation itself is a vast subject, involving various aspects of the physiological process, myths, medical hygiene, personal care. The topic was there but the direction was not defined. I started collecting experiences of girls and women of all ages. It turns out that everyone has her part to share, every talk was an experience and every experience was a story.

Where primary research widened my perspective and directed me to various needs to be taken care of while addressing it, secondary research helped me have the better understanding of menstruation and various existing ways through which people are creating awareness in society. But the challenges were still unlimited.



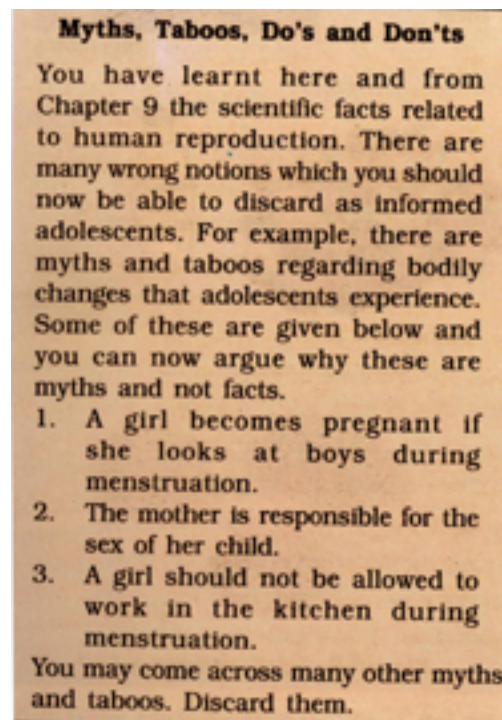
Class VIII,
NCERT



Class X,
NCERT



Class XII,
NCERT



NCERT book Class VII

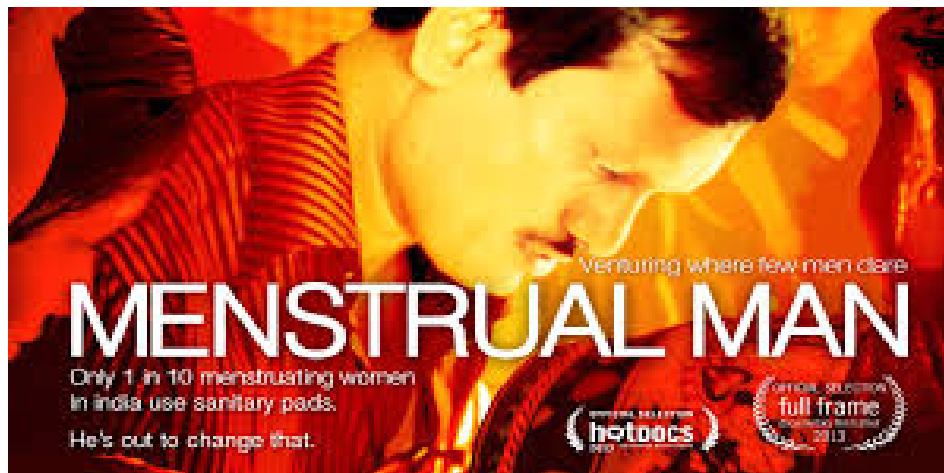
Secondary Research

There is a lot of work being done around the world to erase taboo attached to menstruation which is hoped to lead to a hygienic and healthy menstrual cycle. People are working on various sanitation and hygiene issues and also adopting communication measures to present the facts in an interesting and fun way. Hence, I started my data collection by taking a look at how people presented their ideas and views in various fields like Books, Film and Media, Advertisement campaigns...

BOOKS

My research started with reviewing the old NCERT course books again to understand the level of knowledge being provided academically to the young generation. I studied class VII, X and XII textbooks and covered topics related to puberty, menstruation, and reproduction.

"Reaching the age of adolescence", a chapter in class VII is an introductory lesson to adolescence and puberty, providing the necessary details.



The Menstrual Man

"Neil Armstrong was the first man on the moon," he tells me, his words tripping together with enthusiasm.

"Hillary and Tenzing were the first to conquer Everest and I, Murugan, became the first man in the world to wear a sanitary pad."

-Lesley Curwen interviewing (excerpt from BBC News article)

Murugan Arunachalam said it proudly while talking to people. In a country like India where menstruation is surrounded by taboos and stigmas to the extent that women do not talk about it or do so in hushed voices, he announced it loudly.

His achievement of producing a low cost sanitary napkin started a new revolution. He has achieved respect in a society which once discarded him because of his research and accused him for being a pervert.

With his determined Vision and Mission, he is a great source of inspiration for my project.



TedX Talks

TEDTalks videos and live speakers combine to spark deep discussion and connection in a small group. The talks happen on various topics to provide an insight into them. Menstruation as a topic was talked upon by various persons with their concerns towards it in society.

"Can a comic book overcome India's menstruation taboo?" by Aditi Gupta & Tuhin Paul

"The sanitary pad revolution" by Muruganandam Arunachalam

"Unwrapping the gift of menstruation" by Sinu Joseph

"Menstruation matters" by Sabrina Rubli

"Men need to talk about menstruation" by Pravin Nikame

The talks provide various perspectives towards menstruation and open a path where it can be freely talked about and discussed.



Menstrupedia

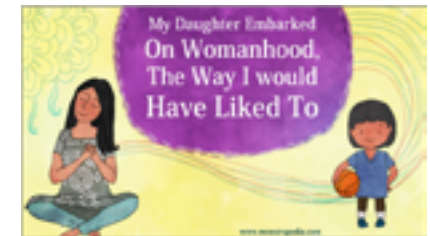
Menstrupedia is an initiative taken by Aditi Gupta and Tuhin Paul through which they are spreading awareness about menstruation. They dream of a future without any menstrual taboos. Together they run Menstrupedia site and blogs and also have come up with a comic book “Menstrupedia”, which tackles the issues of menstruation and provides necessary information in an effective and fun way. Their joint effort brought the topic of menstruation into conversation. The site Menstrupedia is a source of information and also provides a platform to express the feeling women endure within themselves.

Menstrupedia Comic: It is a “Friendly guide to periods for girls”. The friends along with you in this journey are Pinky, Jiya and Mira and the guide is Priya Didi (a doctor).



“She was quite upright and ready, having read up about physiology; she had learnt to talk about menstruation and had learnt to dispel silences. She was not shaken up like I had been, thirty years ago.”

Author: Dr.Sudhanya DasGupta-Mukherjee



“Why are there so many restrictions when I am menstruating?”
“But we people, at least our generation has to realize that menstruation is not a crime.”

Author: Soumya Sharma



“This is something that I’ve had since I was ten,
And I remember how it was back then,
A dark secret we couldn’t share with a boy,
Why oh why were we so shy?”

Poet: Chandni Kukreja



“Swinging Emotions...
Do you also feel the same?”

“The pain, The uneasiness,
And an overwhelmed attitude
Or unlike me, do you feel like that this is just fake?”

Poet: Arpana Lotiya

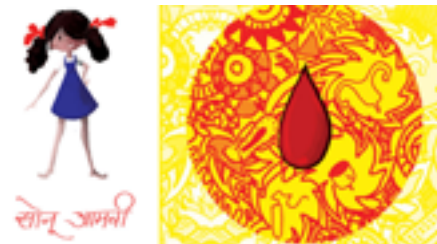
Animated Films



The Story Of Menstruation Produced by Walt Disney

"The story of menstruation" is an American animated short film commissioned by International Cello-Cotton Company was the first commercially sponsored films to be distributed to high schools.

The film animates the menstrual process and for the first time used the word vagina openly in a video. It narrates the menstrual process and convey the message that "There is nothing strange or mysterious about menstruation." It also cuts out some stigmas and shows women dancing, bathing and horse riding while menstruating.



Sonu Amchi Animated film by Shweta Bendre

Sonu Amchi is Marathi student animated film done as a graduation project with association with Menstrupedia and Ford Foundation. It deals with the myths associated with menstruation which often results in adolescent girls dropping out of school.

"This animation film is made with the objective of becoming a visual communication tool that can be used as an aid in conducting workshops in schools as well as spreading awareness on social media about the same, in a simple and sensitive manner, helping in physical as well as psychological development of a girl entering puberty." by Menstrupedia.

Short Films



ACID A short film by Tales N' Talkies Directed By Abbas Mirza

Acid: Talks about Menstrual tolerance. Its concern of providing necessary menstrual education to a male child is beautifully portrayed. Unawareness of this topic creates misunderstanding among boys and leads to heavy embarrassment to girls. These incidents often happen in schools and innocent girls are victimized by it. Instead of creating awareness and educating people about it, we neglect the topic and try to hide it.

The film portraits a 12 year old boy sharing an incident that happened at school with his mother on his way back to home. His mother's dilemma on this topic and her final decision to educate her son inspires others to do the same.



Molly Grows Up, Director: Charles Larrance

Molly grows up, is a film about a girl, Molly, who is in her adolescence and deals with both biological and social aspects of menstruation. It explains to adolescents the menstrual process to allay their fears and provides parents ways of handling their daughters' questions about menstruation and developing desirable attitude towards the whole process of growing up.

But some dialogues from the film concern me

"Peggy you know I can't go swimming. I got a curse"

Documentary



The Blood On My Hands
Director: Anandana Kapur

"The blood on my hands"
It is a montage of social perception of menstruation of both men and women. How they perceive it and how much concern they have? It is based on a simple question "What does it mean for a woman to say she has a period and a society to say she doesn't".

It explores the concept of menstruation, the society's perspective and the woman herself. The self restriction and shame build up around it is a contagious disease.



The Moon Inside Me
Written and Directed by Diana Fabiánová

The moon inside me, is "The journey of the roots of femininity and life".
Diana begins her journey with a simple but universal self expression,

"From the beginning menstruation gives me nothing but trouble. It takes over my life and I see red. If I am healthy what makes menstruation so painful. At any given time 25% of the female population is menstruating, silent ,discreet. Why is this normal biological function taboo?"
With her mind on menstruation, she interviewed different persons from nomad to scholar in search of her answer.

Sanitary pads advertisements and effects



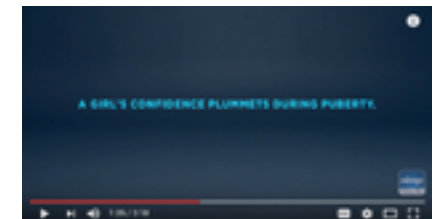
I grew up watching sanitary napkin advertisements on television, stating " Woh paanch din", "Ab waqt hai badalne ka", Whisper ke sath kadam badhaye jaa"... , making me believe that this is the only thing required during periods to overcome the nightmares. It is shown as a magical gift that guarantees no stains and smells. It converts the whole dull world into bright hues in a snap of a finger and makes us capable of doing anything like dance, jump, participate in competitions and sometimes even trekking in bright white clothing.

Very rarely have I seen any campaign focusing on real problems like taboos, pain and cramps, or ways to better period experiences. The only good advertisement I remember was the Whisper campaign on "touch the pickles".

Until this year where two of the campaigns touched my heart.



"No blood should hold us back"
by Red Fit with association with Bodyforms.



"What does it mean to do something like a girl?"
by Always.

Articles



I came across, during my research, numerous articles focused on different issues related to menstruation. Subjects for headlines were "Protest against prohibition of women in temples and mosques", "Initiative taken by government to ensure menstrual hygiene", "taboos and its existence in today's society." etc.

The two news pieces which grabbed my attention the most were "Fu Yuanhui Talks About Her Period" where in the recent Olympics the Chinese swimmer Fu Yuanhui in her interview said that "I don't think I performed very well today. I feel I let my teammates down,". "It's because my period came yesterday, so I felt particularly tired - but this isn't an excuse. I still didn't swim well enough". This broadcast resulted into both positive and negative comments all over the world.

Another was about period leave. Asking a reasonable question to working women: "Do they need period leave?" Although some of the state government offices provide leaves for periods but most of them still are unconcerned about it.



Primary Research

Conversation with students

(text has been translated wherever needed)

Madhya Vidyalaya, Islampur, Bihar.

Interacted with class - VII and VII

No. of Students - 20

“Didi, will the growing plant die if I touch it during my periods?”

Kendriya Vidyalaya, Beli Road, Patna, Bihar.

Interacted with class - VII, XI, and XII (PCM)

“I hadn’t had a bad experience, I know one of my cousins, with her it happened when she was in class Vth, she was quite young at the time, and its humouring [humourus], she thought she has got some serious disease like cancer. And because her friends are having menstruation too at that time, she even thought it’s some communicable disease...”

“I hope girls will not feel shy about these things.”

Kendriya Vidyalaya, IIT Bombay, Powai, Mumbai, Maharastra

Interacted with class - XI

“I don’t feel much about periods, but once I was in my Badi Ma’s house and wanted to bake cake for them but I was not allowed to enter kitchen because I was menstruating.”

“It’s a common process, so deal with it”

Conversation with teachers

Ms. Sunita (Hindi and social science teacher at Madhya Vidyalaya)

“Girls get monetary help for buying napkins from government, helping them to maintain good menstrual hygiene”

Teacher, (K.V beli road) (details undisclosed as per request)

“Women should get menstrual leave, it is difficult to teach during those days”

Ms. Kaushal (Yoga Teacher at K.V IIT Powai)

“I have practiced Yoga since 33 years and have never felt pain during periods, all due to Matsya Assan”

“Practicing yoga can help in regular and painless period”

Conversation with Family Member, Friends and Former colleagues.

“When I got my first period, I got scared. I thought I got infected by some deadly disease caused due to sour fruits (tamarind) I ate which Ma has warned me against” Elder Sister

“Don’t you get any other topic to work with?” Mother

“On my first day of period I came back home early from school, sat at one corner of house and cried, remembering my father words (If you don’t drink enough water blood will come out with urine and you will die).” Friend

“Did I hurt myself so badly while playing?” I wondered. “But I felt no pain!” I thought.

“No wait, it was no injury, but I am struck with some internal illness that is going to cost me my life.

I Am Going To Die,” I decided.

By Dr.Sudhanya Dasgupta-Mukherjee

Through interacting with all these people I realized that although menstruation is a biological process which happens to every woman when they attend their puberty (at the age of 9-10) and ends at the age of 45-50, it isn’t taken as a subject to be freely talked about. There is always a part of us which tells us to keep it hidden.

Our education system introduces the topic of menstruation process in class VII, which is the chapter “Reaching the age of adolescence” in a CBSE curriculum. But unfortunately, some girls experience their periods before that, resulting in being in a scared and depressive situation. Myths and cultural taboos linked to menstruation turn this situation worse and portray menstruation as a shameful process, about which we should not talk.

From generations, we are linked with traditions which are associated with menstruation. It might make us uncomfortable but still out of our hesitation and shame we never ask for the reason behind following them.

Menstruation is not just about menstrual flow, it has cramps, pain and mood swings associated with it. It leads to stress and inconvenience during work and is also responsible for menstrual disorders.

INITIAL STORY DEVELOPMENT

Behind The Concept

In that wide subject of Menstruation the most difficult was to figure out my concerns. Analyzing my secondary and primary data I realized that the most important thing was people should talk about it without hesitation. I came up with few concerns which can be the core of my concepts and story. With the goal to convince the audience that we can talk about our periods, these concerns play important role to frame the story.

Concerns



It depends on us, whether we take it as a curse or gift.



My menstrual blood is as pure as the blood stain from cuts on my body.



I am not the only one having periods every moon month, half of the world menstruates with me.



Periods are not just about bleeding, it also about the pain and stress we endure.



It's good that you menstruate, so feel free to talk about it and say it louder if its needed.



If you will feel ashamed of menstruation, your daughter will too.

Concepts for Story

- Perspectives of three women on menstruation living under one roof. The three women represents the three generations.
- My own perception on menstruation. It will consist of the incidents which happened around me or are known to me and how I perceive it.
- Stories of working women working in different places under various circumstances. How menstruation affects them? Why they prefer to say “I am not well” instead of “I am menstruating”.
- What we can get through churning the old tradition and new beliefs?
- Convey the message “Congratulations! you got your period!! It is as normal as breathing. There is no big deal about it.” Through this I want to look upon the emotional aspect of girls attaining puberty. How we can make it simple and acceptable as a universal biological process.

Chosen Concept

Different perspectives of women belonging to three generations (Dadi, Mother and Grand-daughter)



Story Ideas

Story -1

Title - Stain of a blood drop

Protagonist :- 30 - 35 yrs Young lady

Location:- 1st shot- Local train women's compartment

2nd shot- playground.

Travelling in women's local compartment standing and holding the handle by one hand and files by another, she is feeling inconvenient and uneasy. She holds the handle tightly and stressfully trying hard to say something to the lady sitting in front of her but every time she hesitates.

(camera will be fixed in one angle showing interior of local and young lady. Cuts to hand, and face. zoom in to hand).

The lady's hand match-cuts into the hand of a girl playing on jungle gym with friend. (children talking and giggling sounds suddenly hush and change into children teasing.) Girl looks at her back, there is a blood spot. She stresses out. The blood spot gets converted into a big blood lake into which she jumps. As she jumps the blood lake engulfs her and turns into a blood drop.

The blood drops on pad. The girl comes back to consciousness.

Story -2

Title - Period Talk That Never Happen

Characters:-Young girl - 10 yrs.

Father - 40 yrs.

Mother - 30-35 yrs.

Grandmother- 60 yrs.

Location :- House

The story starts with a normal day. Dadi praying in in-house shrine, daughter and father having breakfast.

Mother getting her ready for school and preparing to leave for office.

During the day mother gets a call that her daughter has had to return home. She comes back and sees her crying with innocent questions. She comes to know that her daughter has just got her first period. She tries to console her. But by then daughter is already frightened about the incident. This leads her mother to the state of dilemma of whether or not she should have talked about menstruation leaving behind the old tradition and beliefs.

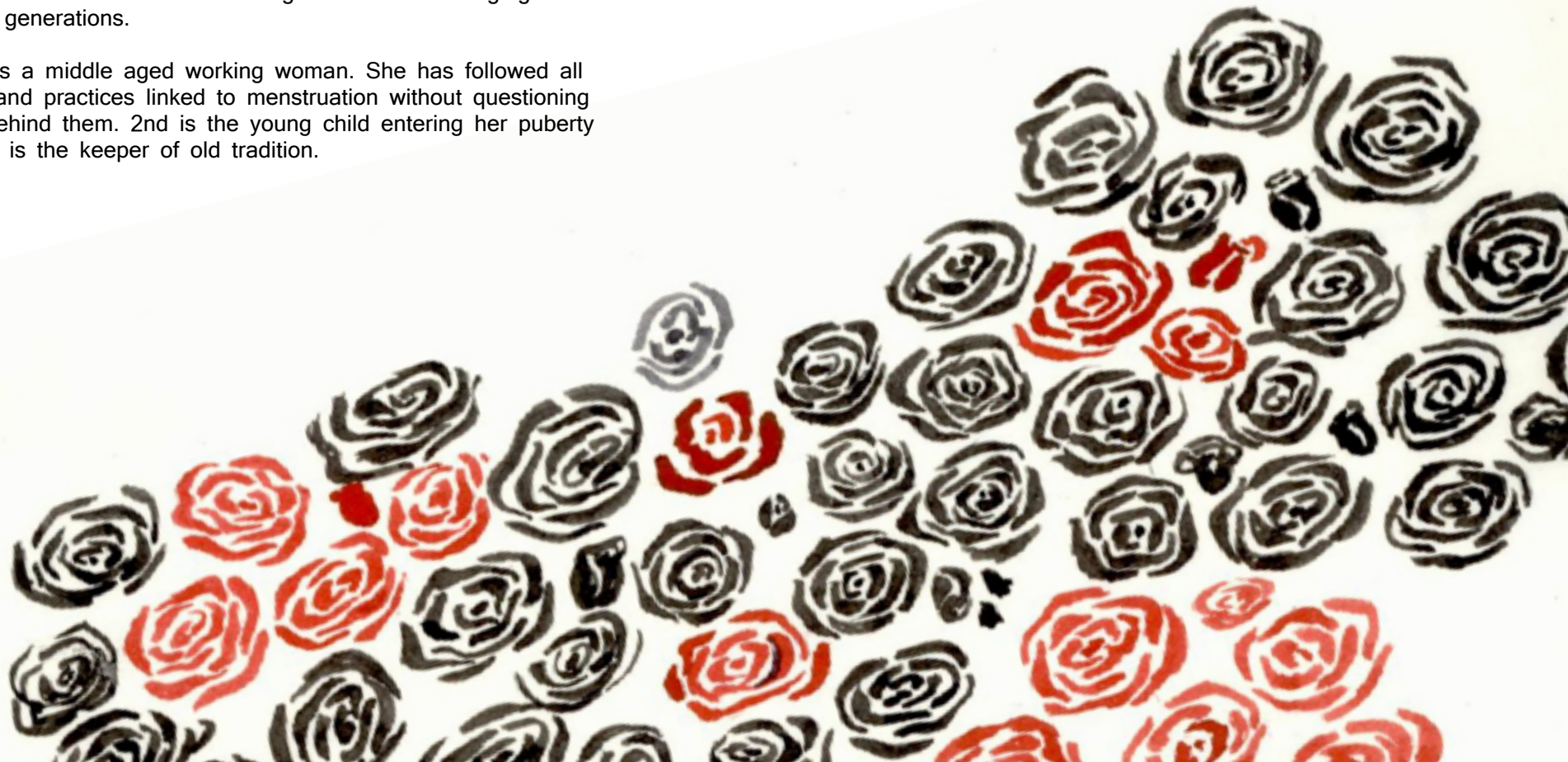
FINAL STORY

Keh Sakte Hain Hum

कह सकते हैं हम

The narrative is woven around the feelings of women belonging to three different generations.

One of them is a middle aged working woman. She has followed all the traditions and practices linked to menstruation without questioning the reasons behind them. 2nd is the young child entering her puberty and “the dadi” is the keeper of old tradition.



कह सकते हैं हम

एक वृक्ष पे हजार पत्ते,
सहस्रहते हुए एक ताल पे
कुछ पीले हैं, कुछ हरे,
और कुछ कोपल नए साल के।
उसी वृक्ष की मैं हूँ एक पत्ती,
जुड़ी सबसे एक डाल से।

घली साथ मे ना रुकी कभी,
डर के वक्त के रफ्तार से।
हर दिन नया है,
जीती हूँ हर पल विश्वास से।
किन्तु क्यों सकुचाई हूँ मैं
अपने अंश के अहसास से।

कहना चाहती थी मैं,
पर अमान्य लगा वो।
न लड़ सकी विचारों से,
हिचक नई नहीं है।
पर जुड़ी है हजारों हिदायतों से।

मैं अकेली नहीं, आधा जग जीता है
ऋतु स्वाव के अहसास को
तो क्यों उससे कुण्ठित हूँ मैं
और लज्जित अपने आप से।

मैं पापा की नहीं परी
झूली वहाँ के डाल पे
कोई ना छू सका मुझको
उड़ती रही रफ्तार से

मगर धम गई थी मैं
उस रोज अचानक ही एक दबाव से
बदले हवा के जोर से,
और लुहाकों की एक लल्कार से।
समझ ना पाई मैं
एक पल में बदले संसार को।

जो हँसे वो उतने ही अबोध थे।
जितनी मैं इस वरदान से
अज्ञानता के अन्धकार ने ले लिया था
आगोस मे, रोशनी के दरकार को।
बताई बातें गलत ना थी पर मैं डरी थी,
समझ ना पाई सार को।

हर शब्द छोटा करते मुझको
लगाते आत्मविश्वास पे घात
पर काटे नहीं, बांध दिये,
धम गई मेरी रफ्तार।

दोड़ जा छिपी मैं ओपल में
बिलख सुनाया अपना हाल
इससे पहले कि माँ कुछ कहती
सुनाई दादी ने भी चार
और पकड़ा दिये अपने विचार।

यह सिर्फ क्रिया नहीं रजोधर्म है,
पालन इसका हर स्त्री का कर्म है
हर चंद्र माह के ये पाँच दिन हैं
रक्तरजित भाग्य विकरल हैं
तू ये ना सोच कि ये मैं कह रही,
ये मेरी भी दादी की दादी का कथन है।

यह वर्षों का अनुभव है
परोस रही हूँ इस थाल पे
भरोसा रख सकती है तू आँखें बंद कर,
परखा है इसे हर ओंघ पे

संशय नहीं है मुझे इस विहित पे
ना आविश्वास आप पे
हसचल हुई पर अंत ना पाया
रुकने का कोई विकल्प ना पाया
साहस जुटा फिर खिल उठी मैं
जीवन भेद गाँठ बांध घली मैं

किन्तु लोगो ने उससे भी विस्मय पाया
क्यों ना डरी मैं उन्हें समझ ना आया।
और जब वो दिन वापस आया
हिदायतों ने फिर जाल फैलाया

रुक जा कहाँ तू चल पड़ी है
जो बतलाया क्या वो भूल चुकी है
ध्यान रखा!!
ये रक्त ना कहीं लगने पाये
ये दाग ना कहीं दिख जाये
हर पल का रखना होगा ख्याल
इसका होना भी मानो है एक पाप

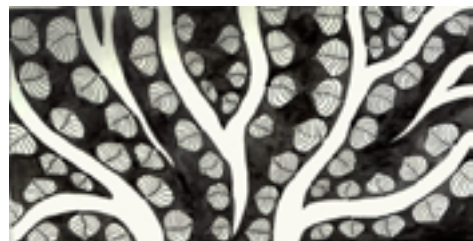
हर बात ये मन को बिन्ध जाते
गहरी खाई बनाते जाते
खुद को खुद ही आँक लेती मैं
अपने ही रक्त को कोश लेती मैं
किन्तु झाँक जब मैंने इसके भीतर
सामान्य पाया जैसे रुधिर रंगो के भीतर

फिर भी क्यों ना मैं निकल पाई
डर, दर्द, शर्म की दीवार बनाई
क्यों ना पूछ हो कर अधिकत?
मछली के क्यों काटे पर?
दादी की दादी ने काँटे पर थे,
शायद संसाधन से विवश थे
वक्त बदला है बदली है थाल
कह सकते हैं हम अपनी बात

STORY BOARD



Title page



Narrative :- एक वृक्ष पे हजार पत्ते,
लहलहाते हुए एक ताल पे



Narrative :- कुछ पीते हैं, कुछ ढरे,



Narrative :- और कुछ कोपल नए लाल के।



Narrative :- उसी वृक्ष की मैं हूँ एक पत्ती,
जुड़ी सबसे एक डाल से।



Narrative :- चली साथ मे ना रुकी कभी,
डर के वक्त के ख़तार से।



Narrative :- हर दिन नया है,
जीती हूँ हर पल वश्र्वास से।



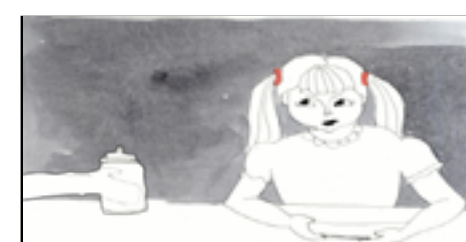
अपने अंश के अहसास से



Narrative :- हचिक नई नहीं है।



Narrative :- पर जुड़ी है हजारो हदियतों से।





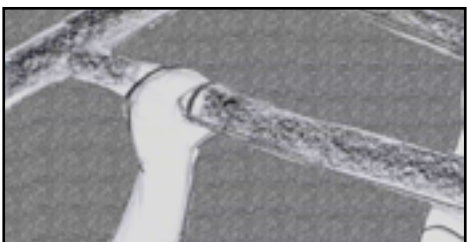
Narrative :- कहना चाहती थी मैं, पर अमान्य लगा वो
न लड़ सकी वचारे से।



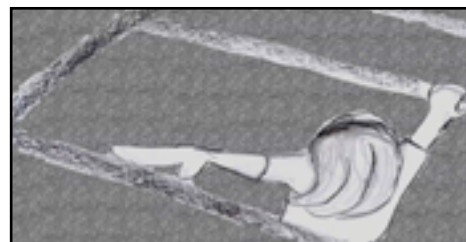
Narrative :- मैं अकेली नहीं, आधा जग जीता है,
ऋतु सत्य के अहसास को



Narrative :- तो क्यों उससे कुण्ठित हूँ मैं,
और लज्जति अपने आप से।



Narrative :- मैं पापा की नन्ही परी
झूली बाहों के डाल पे



Narrative :- कोई ना छू सका मुझको
उड़ती रही रफ्तार से



Narrative :- मगर थम गई थी मैं
उस रोज अचानक ही एक दबाव से



Narrative :- बदले हवा के जोर से,



Narrative :-और ठ्हाकों की एक लत्कार से |



Narrative :-समझ ना पाई मैं



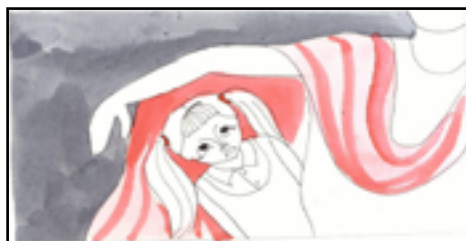
Narrative :-एक पल में बदले संसार को |



Narrative :- जो हैंसे वो उतने ही अबोध थे |
जतिनी मैं इस वरदान से



Narrative :- अज्ञानता के अन्धकार ने ले लिया था



Narrative :- आगोस में, रोशनी के दरकार को |



Narrative :-बताई बातें गलत ना थी पर मैं डरी थी,
समझ ना पाई सार को |



Narrative :- हर शब्द छोटा करते मुझको
लगाते आत्मवश्रिवास पे घात



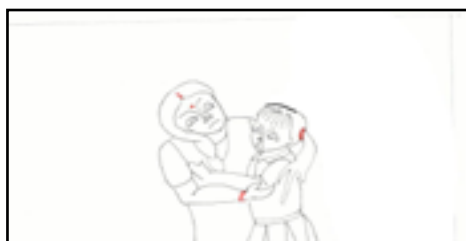
Narrative :- पर काटे नहीं, बाँध दिये,



Narrative :- थम गई मेरी रफ्तार |



Narrative :- दोड़ जा छीपी मैं आँचल में
बतिसव सुनाया अपना हाल



Narrative :- इससे पहले कभी कुल कहती



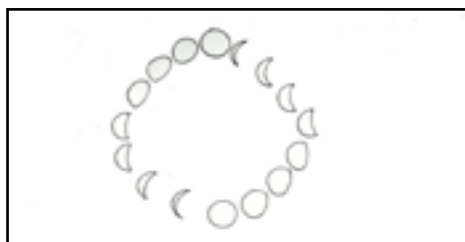
Narrative :- सुनाई दादी ने भी चार,



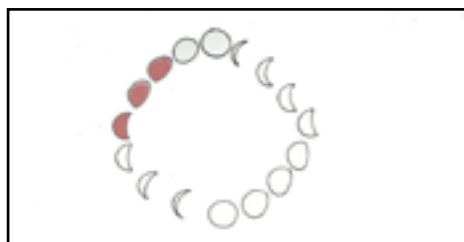
Narrative :- और पकड़ा दिये अपने वचार |



Narrative :- यह सखि कुरिया नहीं रजोधर्म है,
पालन इसका हर स्त्री का कर्म है



Narrative :- हर चंद्र माह के ये पाँच दिन हैं



Narrative :- रक्तरजित भाग्य वकरल हैं



Narrative :- तू ये ना सोच



Narrative :- कि ये मैं कह रही,



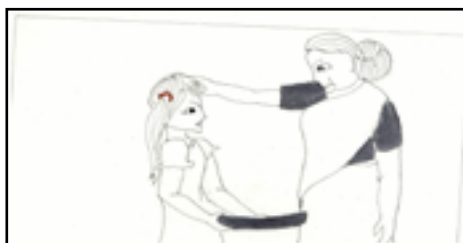
Narrative :- ये मेरी भी।



Narrative :- दादी की दादी का कथन है



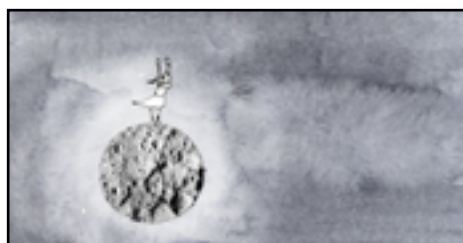
Narrative :- यह वर्षो का अनुभव है
परोस रही हूँ इस थाल पे



Narrative :- भरोसा रख सकती हैं तू आँखें बंद कर,
परखा है इसे हर आँव पे



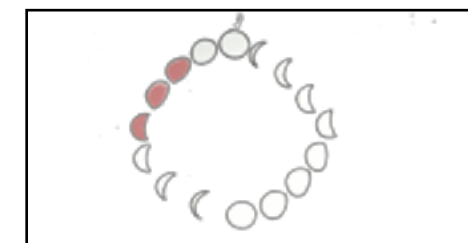
Narrative :- संशय नहीं है मुझे इस वहिति पे
ना आवशिता आप पे



Narrative :- हलचल हुई पर अंत ना पाया
उकने का कोई विकल्प ना पाया



Narrative :- साढस जुटा फरि खलि उठी मैं





Narrative :-जीवन भेद गाँठ बांध चली मैं



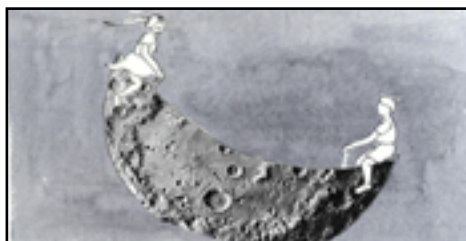
Narrative :- (music: happy)



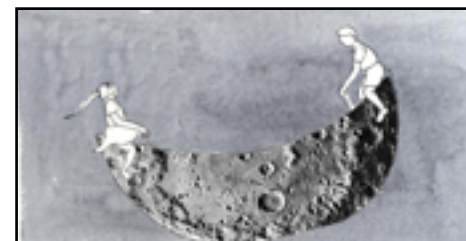
Music



Music



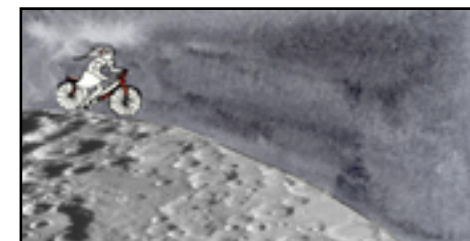
Music



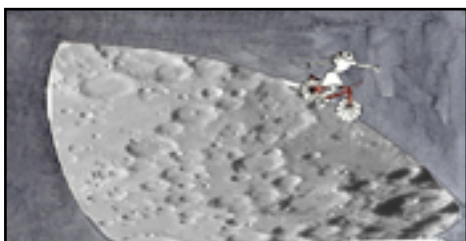
Music



Music



Music



Music

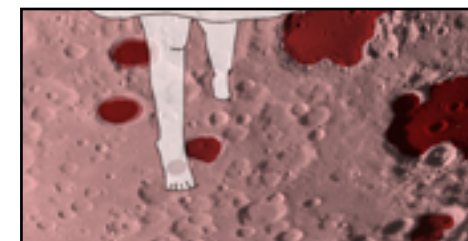
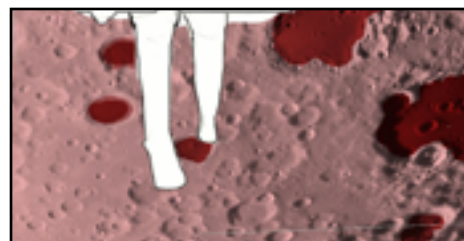


Narrative :-कनितु लोगो ने उससे भी वसिमय पाया



Narrative :-क्यों ना डरी मैं उन्हें समझ ना आया |





Narrative :- और जब वो दलिन वापस आया

Narrative :- हृदयतों ने फरि जाल फैलाया

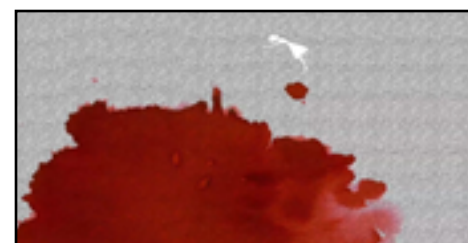
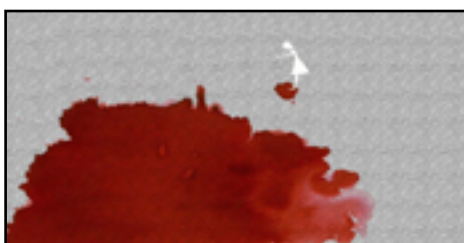
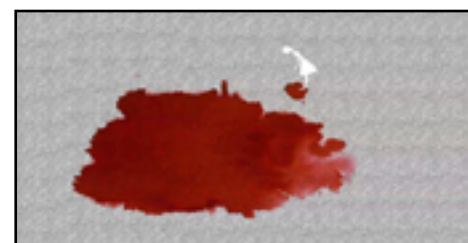


Narrative :- रुक जा कहों तू चल पड़ी है
जो बतलाया क्या वो भूल चुकी है

Narrative :- ध्यान रख!!

Narrative :- ये रक्त ना कहीं लगने पाये
ये दाग ना कहीं ढखि जाये

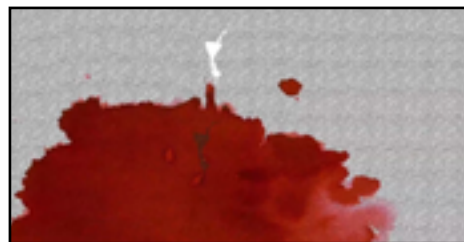
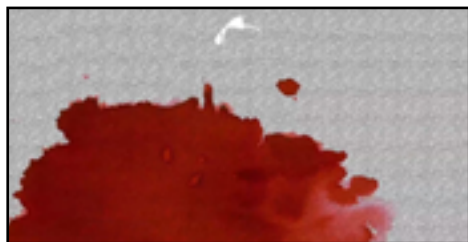
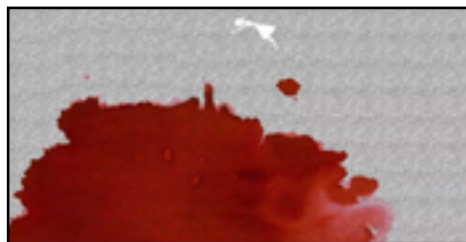
Narrative :- हर पल का रखना होगा ख्याल
इसका होना भी मानो है एक पाप



Narrative :- हर बात ये मन को बन्धि जाते
अपने ही रक्त को कोश लेती मैं

Narrative :- गहरी खाई बनाते जाते

Narrative :- खुद को खुद ही आँक लेती मैं
Subtitle :-



Narrative :- कलितु झाँका जब मैंने इसके भीतर

Narrative :- सामान्य पाया जैसे रूधिर रंगो के भीतर

Narrative :- फरि भी क्यों ना मैं नकिल पाई
डर, दर्द, शर्म की दीवार बनाई



Narrative :- क्यों ना पूछा हो कर अवकिल?

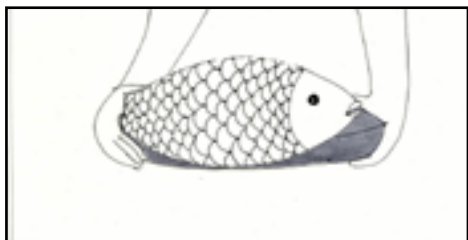


Narrative :- मछली के क्यों काटे पर?

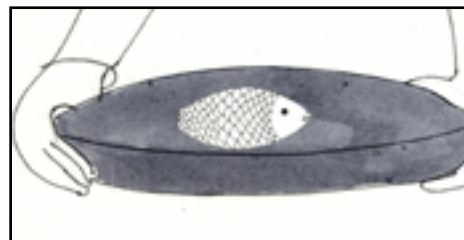




Narrative :- दादी की दादी ने कंटी पर थे,
शायद संसाधन से वविश थे



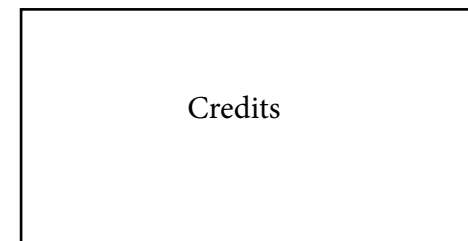
Narrative :- वक्त बदला है



Narrative :-बदली है थाल



Narrative :- कह सकते हैं हम अपनी बात



Credits

TECHNIQUE EXPLORATION

From the point of selection of topic to research, to story exploration, story boarding, writing the poem, character design to concept art, the project has gone through various ups and downs. As I decided to represent the emotional aspect of menstruation inspired from real life incidents collected during research, different scenes of the film are from the point of view of different characters and hold different emotional content. I decided upon a few styles (claymation, 2d animation and illustration) and explored them during the animation module: "Representation Techniques in Animation" under Prof. Phani Tetali.

Slowly and steadily the story has taken lots of twists and turns and finally ended up in a poetic form written on the base of thumbnails derived from the concept of "Different perspective of women belonging to three generation" . Parallel to the story the visual style and Character Design have also taken form from the sketches illustrated to express the concerns, mood and feel of the story. The images are drawn mostly with pen and ink in dichromatic theme (black & white with Crimson). The images are mostly inspired from the space and environment of my house. The affectionate love shared between me and my sister, mother and grandmother. Resulting into black and white with hint of crimson illustrative style of artwork. The crimson color has been used not just because of the color of blood but because it is related to various traditions linked to woman's life. The animation of the whole film I intend to do in that illustrative style.

Where the method may vary from hand drawn 2D to experimental animation. The software preference will be adobe suite.

The short animation will have a narration in poetic form in three voices representing the three generations. Supported by folly and music at the background. The music which I would like to have is a fusion of one main Indian musical instrument with one or two other instruments (may or mayn't be Indian). The preferred main instrument is either Veena or Sitar.

All the technique and thoughts mentioned above have been described in relation to pre-production process achieved till now. It may change in accordance with the adaptation when film is being animated.





Grandmother

Age - 65 yrs

Strong believer of God
Loves her family
Keeper of old tradition

Mother

Age - 35 yrs

A working woman
Always obeyed elders
Caring and understanding
Inquisitive and open to new thoughts

Grand-daughter

Age - 10 yrs

Cheerful child
Love to play and dress her doll

CONCEPT SKETCHES





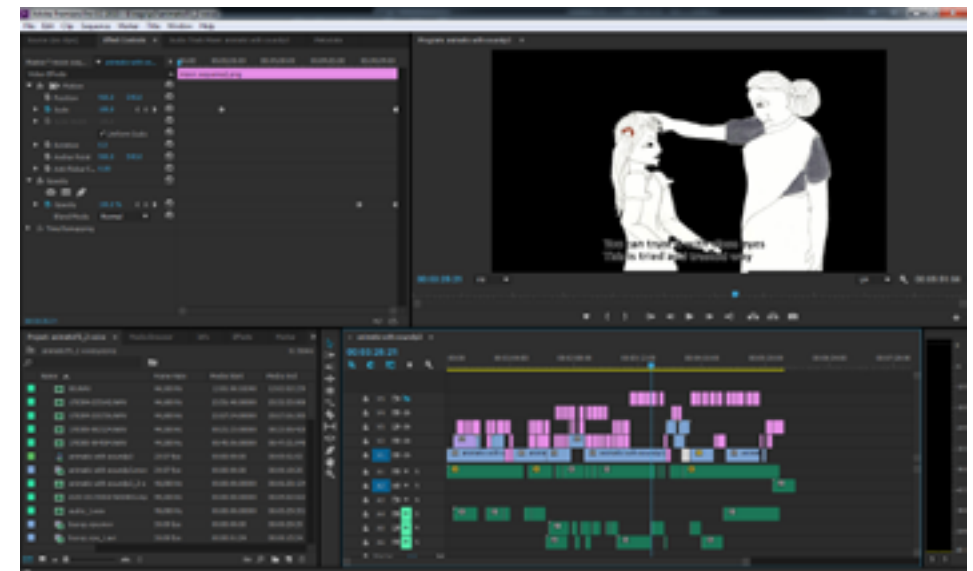


ANIMATIC

The storyboard panels were arranged on timeline and timed. The animatic created evolved with discussion and feedback provided during different stages of the project. The animatic was presented in project II jury which involved following feedback

1. The context of fish is culturally specific thing which might have different interpretation for different people.
2. The audio has noise leading to unclear message.
3. Involve more male character in the film.
4. The motive needs to be clear at the conclusive part of film. So, dialogue can be added.
5. The moon sequence needed to be reworked.

The above feedback was worked upon and changes were made. As the changes demand rework on poetry and storyboard, a part of pre production process had to be redone to fit in the changes.



REVISED POEM

Keh Sakte Hain Hum

कह सकते हैं हम

The metaphor of fish was removed from poem which leads to tweaking of the poem, especially at the places where references were made to the fish story. The final revised poem is

एक वृक्ष पे हजार पत्ते,
लहनहते हुए एक तल पे ।
कुछ पीले हैं, कुछ हरे,
और कुछ कोपल नए ताल के ।
उसी वृक्ष की मैं हूँ एक पत्ती,
जुड़ी सबसे एक डाल से ।

घली साथ मे ना रुकी कभी,
डर के वक्त के रफ्तार से ।
हर दिन नया है,
जीती हूँ हर पल विश्वास से ।
किन्तु क्यों सकुचाई हूँ मैं,
अपने अंश के अहसास से ।

कहना चाहती थी मैं,
पर अमान्य लगा वो ।
न लड़ सकी विचारों से,
हिचक नई नहीं है,
पर जुड़ी है हजारों हिदायतों से ।

मैं अकेली नहीं, आधा जग जीता है,
ऋतु स्वाध के अहसास को ।
तो क्यों उससे कुण्ठित हूँ मैं,
और लज्जित अपने आप से ।

मैं पापा की नन्हीं परी,
झूली बाहों के डाल पे ।
कोई ना छू सका मुझको,
उड़ती रही रफ्तार से ।

मगर थम गई थी मैं,
उस रोज अचानक ही एक दबाव से ।
बदले हवा के जोर से,
और टूटकों की एक लत्कार से ।
समझ ना पाई मैं,
एक पल में बदले संसार को ।

जो हैंसे वो उतने ही अबोध थे,
जितनी मैं इस वरदान से ।
अज्ञानता के अन्धकार ने ले लिया था,
आगोस में, रोशनी के दरकार को ।
बताई बातें गलत ना थी पर मैं डरी थी,
समझ ना पाई सार को ।

हर शब्द छोटा करते मुझको,
लगाते आत्मविश्वास पे घात ।
पर काटे नहीं, बाँध दिये,
थम गई मेरी रफ्तार ।

दोड़ जा छीपी मैं आँचल में,
बिसख सुनाया अपना हाल ।
इससे पहले कि मैं कुछ कइती,
सुनाई दादी ने भी चार,
और पकड़ा दिये अपने विचार ।

यह सिर्फ किया नहीं रजोधर्म है,
पालन इसका हर स्त्री का कर्म है ।
हर चंद्र माह के ये पाँच दिन हैं,
रक्तरजित भाग्य विकरल हैं ।
तू ये ना सोच कि ये मैं कह रही,
ये मेरी भी दादी की दादी का कथन है ।

यह वर्षों का अनुभव है,
परोस रही हूँ इस थाल पे ।
भरोसा रख सकती है तू आँखें बंद कर,
परखा है इसे हर आँच पे ।

संशय नहीं है मुझे इस विहित पे,
ना आविश्वास आप पे ।
बस मन मचल गया देख कर,
पर कटी मछली थाल पे ।

हलचल हुई पर अंत ना पाया,
रुकने का कोई विकल्प ना पाया ।
साहस जुटा फिर खिल उठी मैं,
जीवन भेद गोंठ बांध घली मैं ।

किन्तु लोगो ने उससे भी विस्मय पाया,
क्यों ना डरी मैं उन्हें समझ ना आया ।
और जब वो दिन वापस आया,
हिदायतों ने फिर जाल फैलाया ।

रुक जा कहाँ तू चल पड़ी है,
जो बतलाया क्या वो भूल चुकी है ।
ध्यान रखा!
ये रक्त ना कहीं लगने पाये,
ये दाग ना कहीं दिख जाये ।
हर पल का रखना होगा छयाल,
इसका होना भी मानो है एक पाप ।

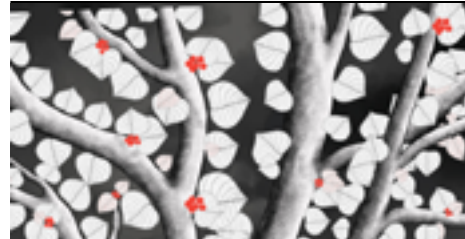
हर बात ये मन को बिन्ध जाते,
गहरी खाई बनाते जाते ।
खुद को खुद ही आँक लेती मैं,
अपने ही रक्त को कोश लेती मैं ।
किन्तु झोंका जब मैंने इसके भीतर,
सामान्य पाया जैसे रुधिर रंगो के भीतर ।

फिर भी क्यों ना मैं निकल पाई,
डर, दर्द, शर्म की दीवार बनाई ।
क्यों ना पूछ हो कर अधिकतम?
मछली के क्यों काटे पर?
दादी की दादी ने काँटे पर थे,
शायद संसाधन से विवश थे ।
वक्त बदला है बदली है थाल,
कह सकते हैं हम अपनी बात ।

Revised Story Board



Title page



Narrative :- एक वृक्ष पे हजार पत्ते,
लहलहाते हुए एक ताल पे
Subtitle :- A thousand leaves on a tree
Dancing to a single beat
Action :- Leaves of tree dancing with
wind.



Narrative :- कुछ पीले हैं, कुछ हरे,
Subtitle :- Some yellow and some green
Action :- (zoom in) Bringing leaf closer



Narrative :- और कुछ कोपल नए ताल के |
Subtitle :- and a few fresh leaflets
Action :- Zoomed and fixed on one leaf



Narrative :- उसी वृक्ष की मैं हूँ एक पत्ती,
जुड़ी सबसे एक डाल से |
Subtitle :- I'm a leaf on that tree,
attached to everyone
Action :- Leaf morphs into a woman



Narrative :- चली साथ मे ना रुकी कभी,
डर के वक्त के खफ़तार से |
Subtitle :- With everyone I walked, I never
ceased,
Steadily even in times of fear
Action :- Local train running on it track



Narrative :- हर दिन नया है,
जीती हूँ हर पल वश्र्वास से |
Subtitle :- Each day is new
I live high spirited in every sphere
Action :- Focusing on women's
compartment



Narrative :- कनितु क्यों सकुचाई हूँ मैं
अपने अंश के अहसास से
Subtitle :- But why am I in doubt?
Of the sensation of that part of me?
Action :- (Cut to train interior) Woman
standing and trying to ask some
thing to the person sitting in
front of her.



Narrative :- हचिक नई नहीं है |
पर जुड़ी है हज़ारों हृदयों से |
Subtitle :- These are no new doubts
But sprung from a million conventions
Action :- She restrains herself



Narrative :-
Subtitle :-
Action :- She gets the cramps and gets
lost in her thought



Action :- (dissolve) Girl sitting at a
breakfast table



Action :- She extends hand towards the
pickle bottle, which dadi
removes from her reach



Action :- Cut to girl standing at the door
of shrine



Action :- Suffering from cramps she
stands at the door looking at her
father, unable to share her pain



Action :- Zoom in to the expression of
girl Morphing girl to leaf and
then back to lady in the train



Narrative :- कहना चाहती थी मैं, पर अमान्य लगा
वो
न लड़ सकी वचाये से |
Subtitle :- I wanted to confess
But it was treated with disgrace
Action :- Woman with the same
expression as the girl



Narrative :- मैं अकेली नहीं, आधा जग जीता है,
 ऋतु स्त्राय के अहसास को
 Subtitle :-I am not alone, half the world
 \ endures
 The feeling of bleeding each month
 Action :- Zoom out to crowd in local



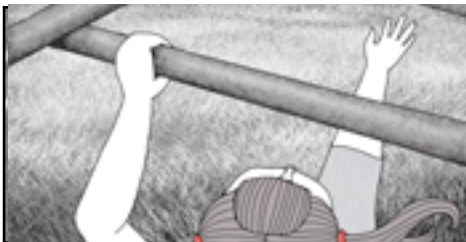
Narrative :- तो क्यों उससे कुण्ठित हूँ मैं,
 और लज्जति अपने आप से |
 Subtitle :-So why am I distressed
 And ashamed of myself?
 Action :- Morphing the crowd and lady
 to leaves and human



Action :- Panning to her hand holding
 the grab handle



Action :- Dissolving into the hand of girl



Narrative :- मैं पापा की नन्ही परी
 झूली वहाँ के डाल पे
 Subtitle :-I'm daddy's little princess,
 I would swing in his arms.
 Action :- Girl playing on jungle gym



Narrative :-कोई ना छू सका मुझको
 उड़ती रही रफ्तार से
 Subtitle :- I could fly away anywhere
 Unscathed by all harms.



Narrative :-मगर थम गई थी मैं
 उस रोज अचानक ही एक दबाव से
 Subtitle :- But then I paused one day,
 Under a sudden pressure,

Action :- Girl holds on for sec. She hears
 some noise at the back



Narrative :- बदले हवा के जोर से,
 Subtitle :-Due to a strong gust of wind,
 Action :- Looks back



Action :- Long short of girl and kids surrounding her



Narrative :- और लहकों की एक लत्कार से |
 Subtitle :- Due to the challenges of laughter
 Action :- Other kids laughing and giggling at her



Narrative :- समझ ना पाई मैं
 Subtitle :- I could not understand
 Action :- She looks at her back



Narrative :- एक पल में बदले संसार को |
 Subtitle :- The world that changed in a moment.
 Action :- Blood mark are on her skirt



Narrative :- जो हँसे वो उतने ही अबोध थे |
 जितनी मैं इस वरदान से
 Subtitle :- The ones who laughed were as unaware
 As I was of this boon.
 Action :- She starts crying , surrounded by children laughing and giggling at her



Narrative :- अज्ञानता के अन्धकार ने ले लिया था
 Subtitle :- The darkness of ignorance has engulfed me,



Narrative :- आगोस में, रोशनी के दरकार को |
 Subtitle :- And I was craving for the light soon.
 Action :- Teacher tries to console her



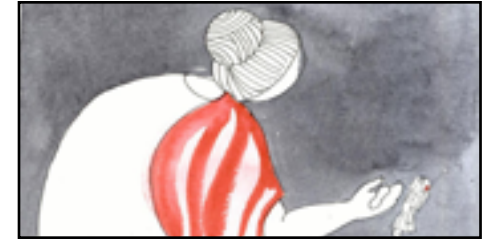
Narrative :- बताई बातें गलत ना थी पर मैं डरी थी,
समझ ना पाई सार को।
Subtitle :- The stories all did make sense
But I didn't quite get the essence.



Narrative :- हर शब्द छोटा करते मुझको
लगाते आत्मविश्वास पे घात
Subtitle :- Each word belittled me
Scar to my soul,



Narrative :- पर काटे नहीं, बाँध दिये,
Subtitle :- Didn't clip my wings, just
bound them,



Narrative :- थम गई मेरी रफ्तार।
Subtitle :- But on my flight it brought
control.
Action :- Being unable to understand
has what happened to her. She cries



Narrative :- दोड़ जा छिपी मैं औचल में
बलिख सुनाया अपना हाल
Subtitle :- I ran and hid away in her lap,
And told her my plight.
Action :- She goes back home



Narrative :- इससे पहले कभी कुछ कहती
Subtitle :- But before mother could say
something,
Action :- Holds her mother and cries



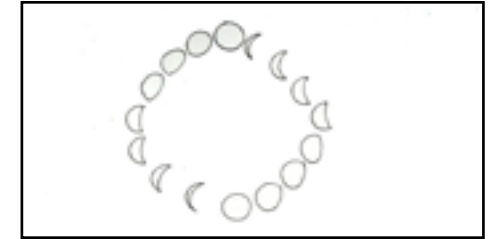
Narrative :- सुनाई दादी ने भी चार,
Subtitle :- There was my grandmother-
Action :- Grandmother appears and
starts telling the girl
about the traditions



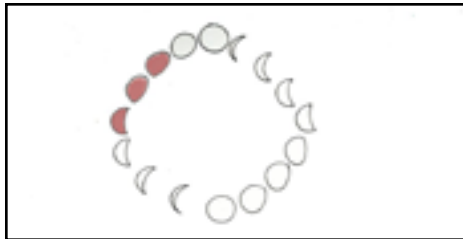
Narrative :-और पकड़ा दिये अपने वचन।
Subtitle :-with her thoughts on wrong and right.



Narrative :- यह सखि कर्मा नहीं रजोधर्म है,
पालन इसका हर स्त्री का कर्म है
Subtitle :-Something that is the duty of each woman,
It's not merely a process, it's a conduct.



Narrative :-हर चंद्र माह के ये पाँच दिन हैं
Subtitle :-Five days to every lunar month,



Narrative :- रक्तरंजित भाग्य वकरल है
Subtitle :-A difficult fate, all blood stained.



Narrative :-तू ये ना सोच
Subtitle :-Don't think these are my own words



Narrative :- कि ये मैं कह रही,
Subtitle :-
Action :- She told her it's not her creation, it's ancient tradition.



Narrative :-ये मेरी भी।
Subtitle :-



Narrative :- दादी की दादी का कथन है
 Subtitle :-these are said by our mother ancestors.
 Action :- Great great Grandmother passes a thal to great grandmother



Narrative :-यह वर्षों का अनुभव है
 बतला रही हूँ आज मैं
 Subtitle :-This legacy of generations,
 I handed to you today



Narrative :- भरोसा रख सकती है तू आँखें बंद कर,
 परखा है इसे हर हालात में
 Subtitle :-You can trust it with close eyes,
 this is tried and trusted way.
 Action :- She passes her the 'thal' of
 tradition



Narrative :-संशय नहीं है मुझे इस वहिति पे
 ना आवशिवाश आप पे
 Subtitle :- I do not doubt these instruc-
 tions,
 Neither do I mistrust you.
 but..
 ction :- She looked at the thal



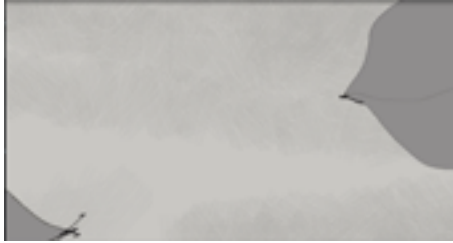
Narrative :- हलचल हुई पर अंत ना पाया
 रुकने का कोई वकिल्प ना पाया
 Subtitle :-To my agitation I didn't find an
 end
 There was no option to stop.
 Action :- But returns to her normal days
 once time passes



Narrative :- साहस जुटा फरि खलि उठी मैं
 Subtitle :-Mustering courage I blossomed
 again,



Narrative :-जीवन भेद गाँठ बांध चली मैं
 Subtitle :- I understood the secret of
 those blood drops.
 Action :- She swing, jumps and play.



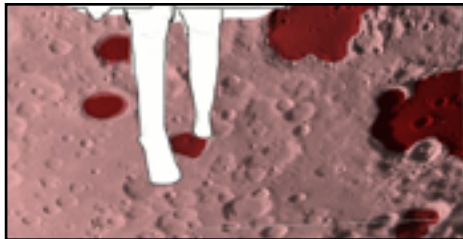
Action :- Gets shaken by seeing a fish without fins or tail



Narrative :-कनितु लोगो ने उससे भी वसिमय पाया
क्यों ना डरी मैं उन्हें समझ ना आया |
Subtitle :-But people were confounded by it.
Why wasn't I afraid, they could not get it.

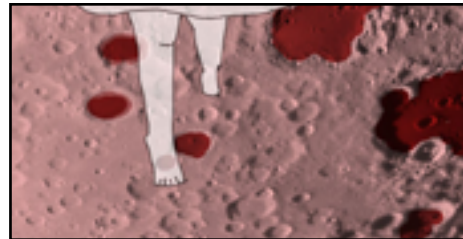


Action :- While the days pass normally, she again gets reminded by dadi about that day



Narrative :-और जब वो दनि वापस आया
Subtitle :-And when that day came again like before,

Action :- And she again gets traumatized by it



Narrative :- हदियतों ने फरि जाल फैलाया
Subtitle :-Advices laid their trap once more.



Narrative :- रुक जा कहों तू चल पड़ी है
जो बतलाया क्या वो भूल चुकी है
Subtitle :-Wait! Where do you go?
You forgot what's told to you, remember?

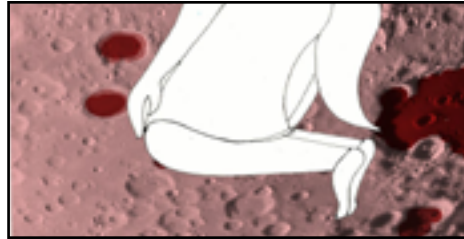
Action :- Her feet stop



Narrative :- ध्यान रख!!
Subtitle :-
Action :- Someone lifts her chin in warning



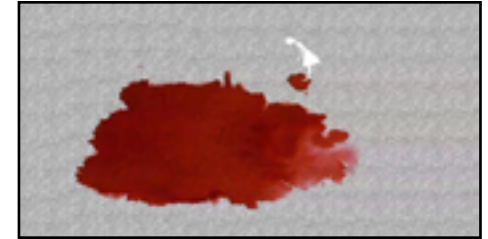
Narrative :- ये रक्त ना कहीं लगने पाये
ये दाग ना कहीं ढखि जाये
Subtitle :-This blood shouldn't drop
anywhere,
The stain shouldn't catch any eyes, Be
careful each moment,
To even have its existence, is a vice.
Action :- Cut to a lady, sitting down sadly



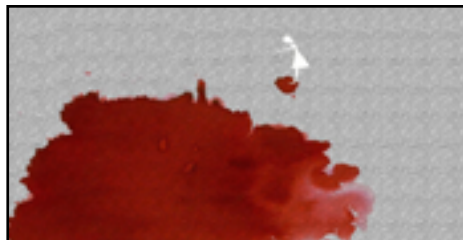
Narrative :- हर पल का रखना होगा ख्याल
इसका होना भी मानो है एक पाप
Subtitle :-Every time they pierced my heart,
A deep chasm leave they would,
Action :-



Narrative :- हर बात ये मन को बन्धि जाते
अपने ही रक्त को कोश लेती मैं
Subtitle :-And I judged myself for this,
And I would curse my own blood.



Narrative :- गहरी खाई बनाते जाते
Subtitle :-
Action :- Abstract representation of girl
drowning in her own blood



Narrative :- खुद को खुद ही आँक लेती मैं
Subtitle :-



Narrative :- अपने ही रक्त को कोश लेती मैं
Subtitle :-



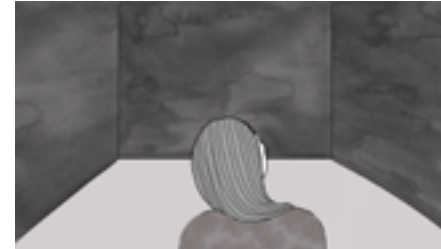
Narrative :- कनितु जाँका जब मैंने इसके भीतर
Subtitle :-But when I peeped inside
again,



Narrative :- सामान्य पाया जैसे रूधिर रंगो के भीतर
 Subtitle :- I found it as normal as blood in my vein.
 Action :- The blood lake forms into a drop



Narrative :- फरि भी क्यों ना मैं नकिल पाई
 Subtitle :-
 Why then couldn't I break down hy then couldn't I break down
 Action :- Drowning inside her own blood



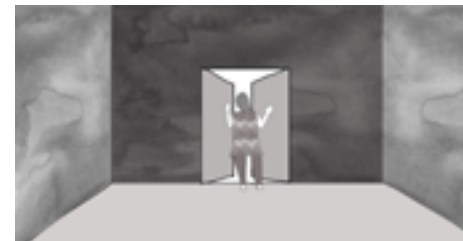
Narration :- डर, दर्द, शर्म की दीवार बनाई
 Subtitle :- these walls of pain and shame,
 Action :-



Narrative :- क्यों ना पूछ हो कर अवकिल?
 Subtitle :- Why couldn't i fearlessly asked,



Narrative :- मछली के क्यों काटे पर?
 Subtitle :- What makes this phase a bane?
 Action :-



Action :-



Narrative :- वक्त बदला है बदले है हालात
 कह सकते हैं हम अपनी बात
 Subtitle :- The time has changed and so has the circumstances,
 To express yourself, the world is now so much better.
 Action :- She ask the girl next to her for the seat
 Dialogue :- I am menstruating and it is painful right now, can I sit down?

PRODUCTION

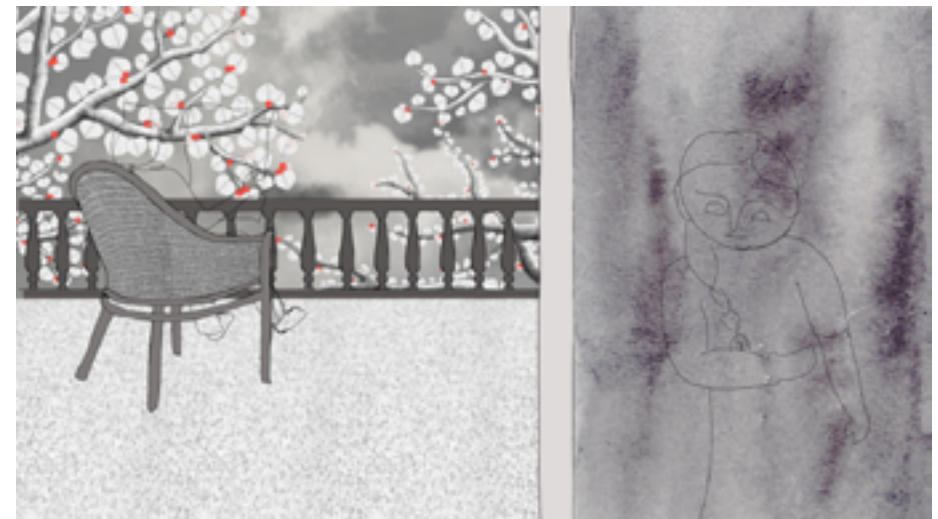
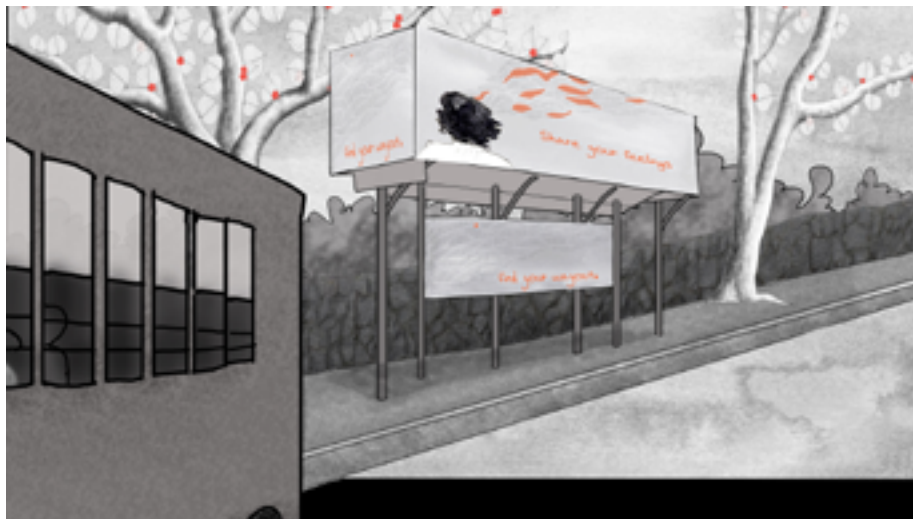
Shot Development

Different visual styles were tried out and after finalizing the dichromatic color scheme with textured background, I started working on the software in which shot could be effectively developed. I decided to build background in 3D layer in After Effects. Then I animated the character interacting with the surrounding. I tried to do the whole process in After Effects but somehow it didn't work well. So, I used Photoshop with animdessin plugin to animate the character. The animated character was brought to After Effects where the character animation and background were composited and shots were animated with the help of After Effects camera.



1. Background development -

The layout of the shot was drawn first and then different layers were extracted according to the distance from the camera view point. The layers were drawn in Photoshop and textures were put accordingly. Then the Photoshop file was imported to After Effects and arranged in 3D space and arranged background was framed and used as reference for character animation.



2. Character Animation

i. Key frame drawing.

With the help of animdessin plugin I was able to use Photoshop as an effective animation software. It worked similar to 2D traditional animation. I could draw frames directly onto the timeline and timed them as well. For some complex actions I took video references to get a sense of movement to decide the key

ii. In-betweening of key frames

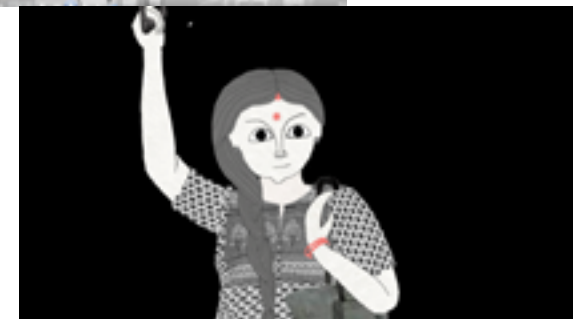
After deciding key frames the next step was drawing in between of the key frame. With the help of onion skinning available on animdessin I was able to look at previous and next frame allowing me to work with same process followed in traditional animation.

iii. Clean up

After rough animation a video layer was placed above it and frame by frame clean up was done.

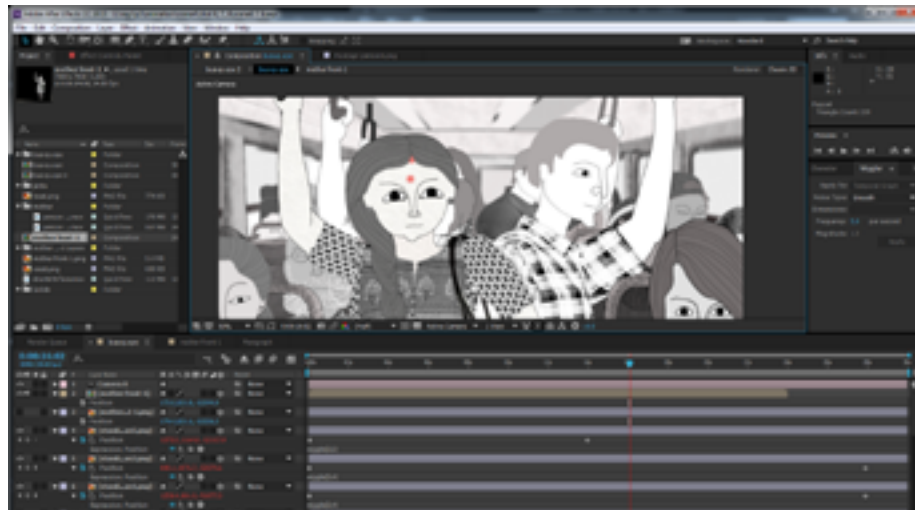
iv. Coloring and Texturing

The frame was dichromatic. So, choosing different shades of grey and noting down its shade was important as slight difference can turn into a huge mistake. The different part was first colored and then the desired texture was applied to the area. The line and hatching brushes were used to give finishing touch to the frames.



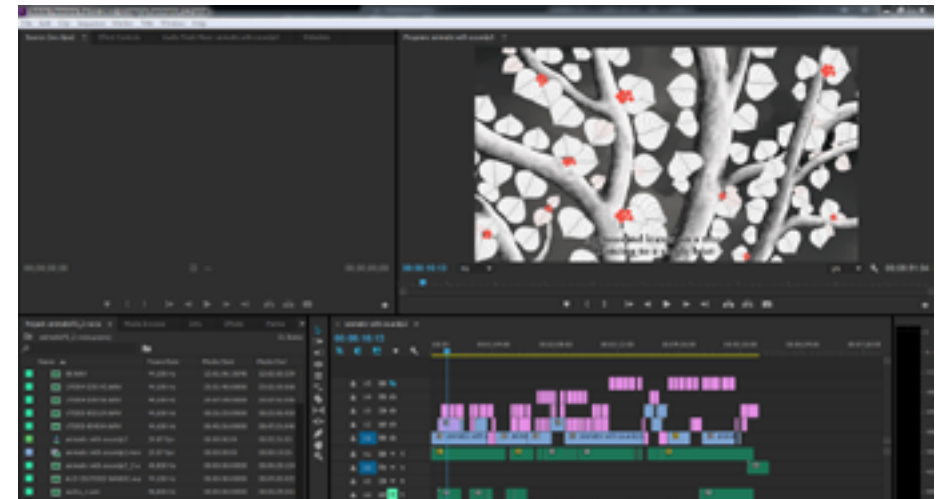
3. Bringing character and background together

After the character was animated, it was imported to After Effects and placed similarly as layered background. The camera angle was decided and animated.



4. Compositing

The compositing of shot and sound was done in Premiere Pro. The sound and animation exported from Adobe Audition and After Effects was arranged in timeline over the animatic which was then timed and rendered to develop final movie.



Sound Design

As the motive of film was communicated through narration, the sound design played an important role in it. While recording the narration I failed numerous times. The first dilemma I faced during the project was to use single voice for narration or to keep three different voices according to characters of film. I decided to have three voices. My earlier recording had noises which created lots of discontinuity and resulted into unclear message. I asked various people and selected few as my voice artists and re-recorded the narration. Then the selected three voices were used in the film.

Other than voiceover, music was also challenging. as the scenario of the film is based on the practices related to menstruation in India, I wanted to have Indian classical music as base. It could be any musical instrument or a group of them. I prefer flute, but considering the fact that I don't know much about composing music nor mixing instruments, I tried to find a composer for my film. But it was hard to find one. The recorded voice and music was supported by Foley sounds to create the ambience and bring life to the film.

Challenges and Learning

I have taken menstruation as my subject for this film. When I started working on this film the biggest challenge was on which part of menstrual process I want to work upon. Whether it will be menstrual hygiene, sanitary pads, women's physical awareness, myths and beliefs, dropping out of girl children from schools... During my primary and secondary research, I sensed that one of the crucial things is that we avoid talking about menstruation. If asked, then we share with shyness, that too with limited people. We always consider it as a process needed to be hidden, but why does it need to be hidden we never ask. This set a goal to my movie i.e. making a film to encourage people to talk about menstruation.

The second part where I got struck was the medium through which I could communicate. During research I collected real life experiences of many girls and women. I have the story I wanted to communicate but form was missing. It took shape when I wrote a narrative poem expressing the collective feeling I have absorbed. The stories become base to my film and the narrative served as a tool.

Another problem was to check the effectiveness of the method to communicate the message. The poem as well as the visuals underwent several alterations during animatic phase which are reflected in this report.

After reaching the satisfactory state of animatic the animation process became the crucial step to focus on. Although I started working on style parallel to my pre production stage. But still the film involved a lot of decision making during production and I switched between various styles and software before finalizing the dichromatic style and Adobe suite as software.

It has been one year since I started working on this project. Every stage has provided me chance to learn, experience to earn and inspiration to take animation based projects in future.

Conclusion

Menstruation is very natural, physiological process. There should not be any stigma attached to speaking about it. Numerous rules and restrictions have been thrust upon girls while they go through this monthly phenomenon. Some of these made sense in the past but it might be null and void in this modern age. Instead of accepting all of it without question, the females should thoughtfully analyse each instruction and find out whichever are valid today and discard which are not.

To come to such a decision, discussion is the key.

“Keh Sakte Hain Hum” is intended towards the objective of realizing the need to speak about menstruation. Openly talking about menstruation will also help in making the other gender aware of the difficulties of women during this time and evoke empathy as well as help women to take their freedom into their own hands.



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A Case Study From India

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