



Pratham Books' Second Series of PhoneStories Aims to Inspire Children through Stories based on *Everyday Heroes, Everyday Adventures*

Bangalore – January 25, 2018: Pratham Books, a not-for-profit publisher, today announced that it has launched the second series of PhoneStories, a set of stories that weave together engaging narratives with vibrant illustrations and audio tracks to simulate read aloud sessions and can be heard and watched by children on mobile phones to create delightful reading experience. The series celebrates the theme, *everyday heroes, everyday adventures*, of the exuberant games teacher, *Miss Laya*.

Giving an interesting flavor to everyday escapades, the second series of PhoneStories attempts to enkindle children to see heroes all around them - doing ordinary things in unusual and curious ways. The series endeavors to propel further the dual objectives of the PhoneStories initiative that was started in November 2017 - to leverage mobile devices to reach children all across India, and promote reading among children by using innovative ways to draw them into the world of books and reading.

Authored by Mala Kumar, Senior Editor & Author at Pratham Books, and illustrated by Abhishek Choudhary, the first of the four books in the series to be released is titled, '*Miss Laya and her Fantastic Motorbike*'. The next three books of the series will be released on Pratham Books' digital platform, [StoryWeaver](#), in the following weeks, every Friday, and are titled, '*Miss Laya's Fantastic Motorbike is Hungry*', '*Miss Laya's Fantastic Motorbike carries a Big Box*' and '*Miss Laya's Fantastic Motorbike Does Not Like Fruits*'.

The launch of the book is complemented by on-ground activities in collaboration with Pratham Books' outreach partners, Pratham Delhi Education Initiative, Pratham's Learning with Vodafone Project, Agastya Foundation and Muktangan. Together, the organizations will strive to take the books to 3000+ classrooms/learning centres across Delhi, Maharashtra, Uttar Pradesh, Tamil Nadu, Jharkhand among other states.

The books will be available as digital books and audiovisual PhoneStories in English, Hindi and Marathi, and as audiobooks in the mentioned three languages and Kannada. It will also be available in multiple languages on StoryWeaver to read, download, print and share for free.

The first book, will be launched by the author, Mala Kumar at the Jaipur Literature Festival on January 26, 2018. The launch, likely to be attended by 75-100 children, will introduce children to stories that are situated in the cultural context of their lived reality, and spark their imagination to identify heroes in and around them.

Quotes:

Suzanne Singh, Chairperson, Pratham Books

"We received so much positive feedback from educators and children after the first phase of PhoneStories, that we decided to create another series to take the campaign forward. Our new heroine, Miss Laya, is a feisty, endearing games teacher and her lively adventures are sure to engage children and draw them into the world of stories and reading.

Mala Kumar, Senior Editor at Pratham Books

"Miss Laya has been inspired by many lovely people I've met. And what does this kind and funky Games Teacher ride? A fantastic motorbike, brought to life by quirky illustrations."

Abhishek Choudhury, Illustrator



“It was a great experience working with a fun and strong character like Miss Laya. She embodies the sentiment, ‘not all superheroes wear capes’. It has been an absolute joy bringing Laya and her fantastic bike to life.”

About Pratham Books:

Pratham Books (www.prathambooks.org) is a not-for-profit children’s book publisher in 2004 with the mission to see “a book in every child's hand”. Its key objective is to publish good quality, affordable storybooks in multiple languages to support reading acquisition among children. Since inception, Pratham Books has published over 2500 books in 20 Indian languages. The books cover a range of genres including early readers, fiction, nonfiction, and storybooks on science, history, mathematics and nature. They have had the distinction of working with many of the country's renowned authors and illustrators and their books have won several awards as well.

About StoryWeaver:

StoryWeaver (www.storyweaver.org.in) is an open source, digital platform of multilingual children’s stories from Pratham Books. Launched on September 2015, on StoryWeaver users can read, create, translate, download and share stories for free! By creating a collaborative framework where the creators and consumers of children’s content could interact with one another, StoryWeaver attempted to address the scarcity of multilingual, joyful reading material for children. StoryWeaver was launched in 2015 with 800 stories in 24 languages. Today, the platform offers over 6300 stories in 103 languages of the world.

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