

This Children's Day, Pratham Books' StoryWeaver Casts a "Moving" Spell on Storybooks

GIF Books in five languages will enchant young readers with every page turn

November 14, 2018, Bengaluru: Look out, this Children's Day, **sneaky monsters, two left feet, and spitting alien-cats are coming your way**. StoryWeaver from Pratham Books adds a dash of magic to digital books with a series of GIF stories that move on each page. Available exclusively on www.storyweaver.org.in GIF Books showcase a new format that creates magic and movement.

Every turn of the page brings you a fresh surprise.

The picture books use the technology of GIFs to enhance the reading experience for the child, making her look forward to the next page, and then the following one.

The books are available online in five languages -- English, Hindi, Marathi, Tamil and Kannada-- on StoryWeaver, and can be enjoyed on a laptop, desktop, tablet or mobile phone.

Gappu Can't Dance, written by Menaka Raman and illustrated by Krishna Chandran A. Nair, is a story about the joy of dancing, even if you have two left feet.

Shoecat Thoocat, written by Shalini Srinivasan and illustrated by Aindri Chakraborty, is a fantasy about an alien shoecat who loves to go *thooooo*.

The Big Book of Boochandis, written by Pavithra Sankaran, illustrated by Rucha Dhayarkar, and art directed by Somesh Kumar, is an ode to the beloved eponymous bogeypeople of Tamil Nadu.

"We hope children will love reading these stories and watching the characters and scenes come alive," says Bijal Vachharajani, Senior Editor, Pratham Books. "They can dance, jump and run with the adorable Gappu; giggle at naughty Boochandis as they gobble up food (and feet) and prowl about the story; and marvel at the surreal green-glowing tomato patch bewitched by Shoecat."

Suzanne Singh, Chairperson, Pratham Books, says, "StoryWeaver is a gateway to a world of delightful storybooks for children in their own languages. We have constantly expanded the boundaries of what a storybook can be and our latest series of GIF Books is one more innovative reading experience that children will love. By using technology to make the books 'move' we hope to immerse more children in the joy and magic of stories."

Visit **LINK** to experience the stories.

About StoryWeaver

StoryWeaver (www.storyweaver.org.in) is an open source, digital platform of multilingual children's stories from Pratham Books. 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 books for children. StoryWeaver was launched in 2015 with 800 stories in 24 languages. Today, the platform offers over 9,000 stories in 122 languages.

About Pratham Books

Pratham Books (www.prathambooks.org) is a not-for-profit children's book publisher founded 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 3,000 books in 21 Indian languages.

For more information, please contact