

# **BIRLA INSTITUTE OF TECHNOLOGY, MESRA**

## **JAIPUR CAMPUS**



### **ANIMATION & MULTIMEDIA DEPT.**

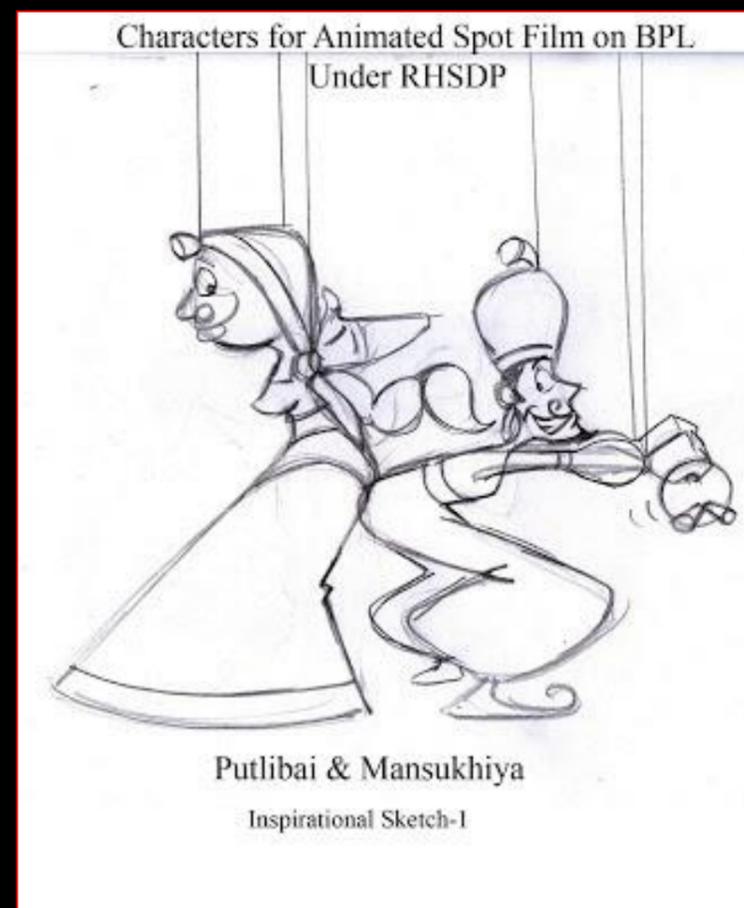
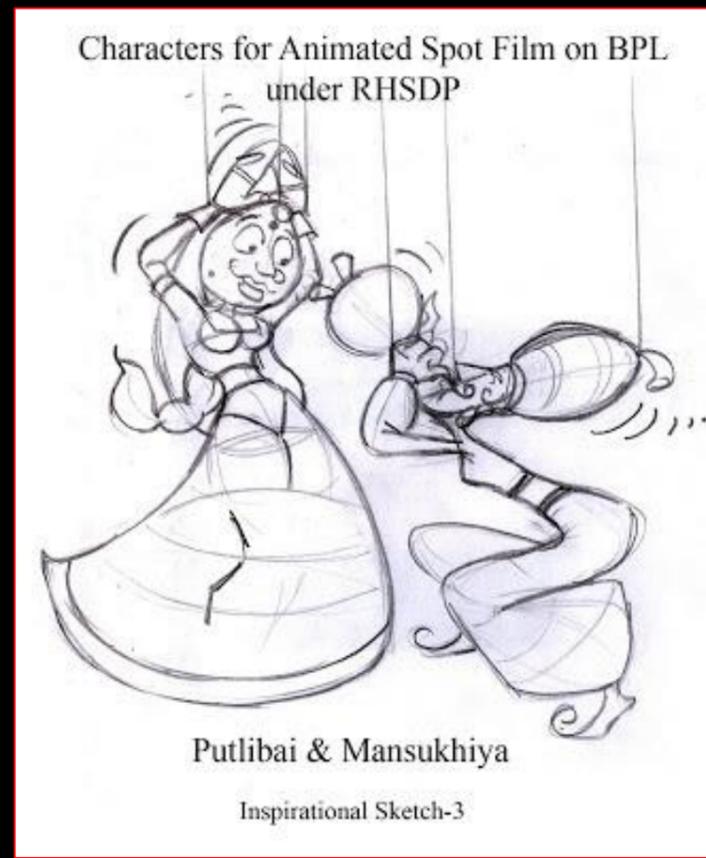
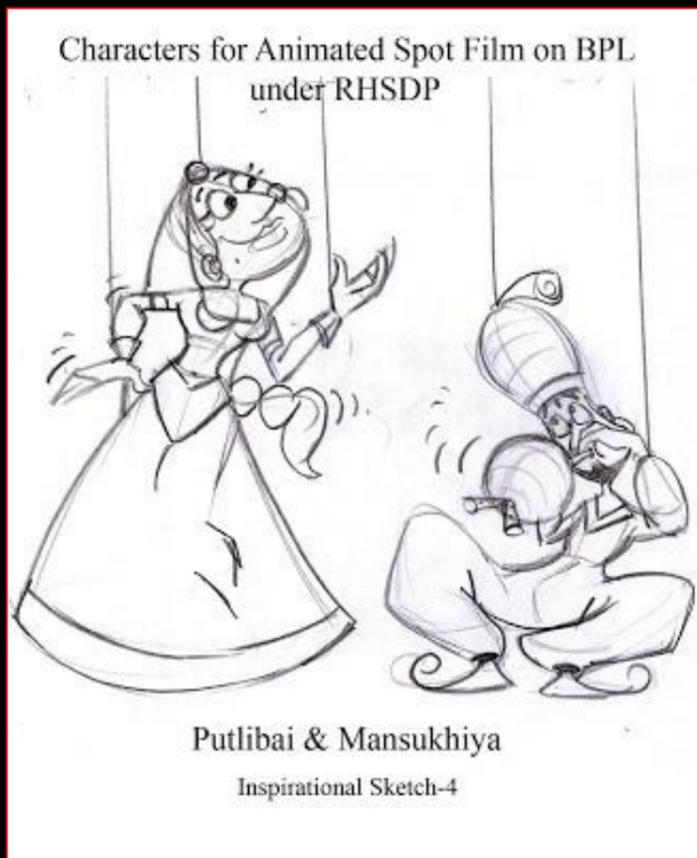
- **Title: An Animated Spot on BPL Card under Rajasthan Health Systems Development Project**
- **Type of Project: Consultancy**
- **Sponsoring Agency: Health Ministry of Rajasthan**
- **Sanction No. Time period: C.A.E.I. -5195 F7( )/RHSDP/C.A.E.I/07/2000 Dated: 29.03.2008**
- **Key Message: 'Come and utilize health care services provided for public free of cost, utilize these services at the nearest health care center.'**
- **PI: Dr. Vibhuti Pandya: In charge & Asst. Professor, Animation & Multimedia Dept.**
- **Other Team Members: Mr. Vivek Sharma, Asst. Professor  
Mr. Gautam Kumar Goswami, Asst. Professor  
Mr. Manish Kumar, Asst. Professor  
Mr. Rishi Pandey, Technical Asst.**

- **Brief background of the Project**

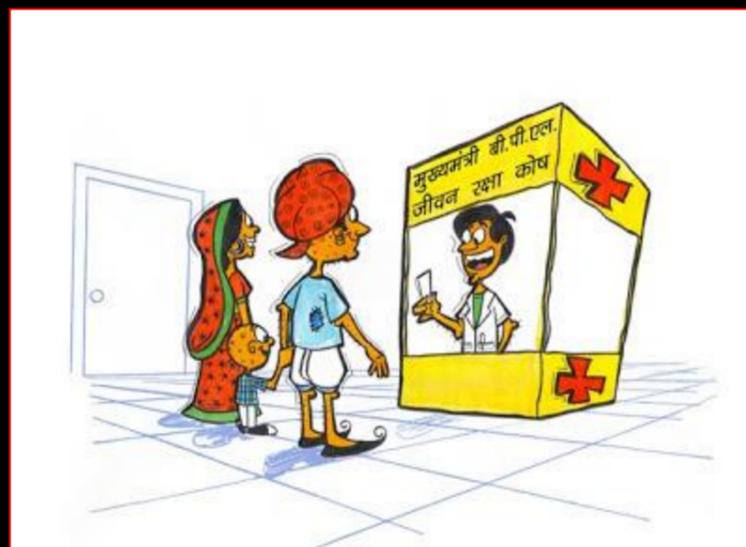
**Animation is an effective media and it has a large audience in all age groups, from Children to adults. People identify themselves more when they watch a movie rather than a still visual. In animation even serious issues can be handled in a lighter mood and an entertaining manner. Though Government agencies and some NGOs spread awareness about the importance of Social Issues through print media or live action documentaries. But these documentaries deal with real life situations in a serious way. These documentaries and Printed Posters lack appeal and people loose interest in watching them. But animation is more appealing and everyone enjoys watching it. So when everybody watches an animation film for entertainment, a serious message can be given in an entertaining manner and it reaches to a larger audience so the message reaches to their hearts and evokes their senses. Animation is versatile and flexible. It's excellent for communicating concepts of all kinds to broad audiences, young and old.**

- **The key message of the spot was "come and utilize health care services provided for you free of cost, utilize these services at the nearest health care center." The target group is BPL, ST, Women and other privileged groups. The spot is based on dialogue between two-puppet characters: male- Mansukhiya and Female- Putli Bai. These are the popular string puppets of the Rajasthan.**
- **This animated spot was being broadcasted regularly in the prime time of the Doordarshan Rajasthan channel.**

- **Relevant pictures of the project**



**Pic: Inspirational Sketches, Character Designs & Posings for the Spot Film**





निः शुल्क दवाईयाँ



निः शुल्क जाँच और इलाज



बाह्य रोगी चिकित्सा



भर्ती रोग चिकित्सा

**PIC: Concept Sketches & Slides**



**PIC: Final Frames of the Spot Film**

# **BIRLA INSTITUTE OF TECHNOLOGY, MESRA**

## **JAIPUR CAMPUS**



### **ANIMATION & MULTIMEDIA DEPT.**

- **Title: An Animated Spot on Health Care Waste Management and Patient Counselor under Rajasthan Health Systems Development Project**
- **Type of Project: Animation Consultancy**
- **Sponsoring Agency: Health Ministry of Rajasthan**
- **Sanction No. Time period: Ref. No. P7( )/ RHSDP/CAEI/2010-2011/5225 Dated On 8<sup>th</sup> Dec. 2010**
- **Key Message: 'Come and utilize health care services provided for public free of cost, utilize these services at the nearest health care center.'**
- **PI: Dr. Vibhuti Pandya: In charge and Asst. Professor, Animation & Multimedia Dept.**
- **Other Team Members:**
  - Mr. Vivek Sharma, Asst. Professor**
  - Mr. Bidyut Jyoti Baruah, Asst. Professor**
  - Mr. Gautam Goswami, Asst. Professor**
  - Mr. Manish Kumar, Asst. Professor**
  - Mr. Rishi Pandey, Technical Asst.**
- **Brief background of the Project**

**Animation is an effective media and it has a large audience in all age groups, from Children to adults. People identify themselves more when they watch a movie rather than a still visual. In animation even serious issues can be handled in a lighter mood and an entertaining manner. Though Government agencies and some NGOs spread awareness about the importance of Social Issues through print media or live action documentaries. But these documentaries deal with real life situations in a serious way. These documentaries and Printed Posters lack appeal and people loose interest in watching them. But animation is more appealing and everyone enjoys watching it. So when everybody watches an animation film for entertainment, a serious message can be given in an entertaining manner and it reaches to a larger audience so the message reaches to their hearts and evokes their senses. Animation is versatile and flexible. It's excellent for communicating concepts of all kinds to broad audiences, young and old.**
- **The objective of the spot was to provide information about the patient counselors who are appointed newly in the State Government Hospitals, their role is to recognize patient's health issues and give suggestions according to their problems. People may identify them in a yellow color cell which is available in the just entrance of every Government Hospital. Patient**

counselors “come and utilize health care services provided for you free of cost, utilize these services at the nearest health care center.” The target group is BPL, ST, Women and other privileged groups. The spot is based on dialogue between two-puppet characters: male- Mansukhiya and Female- Putli Bai. These are the popular string puppets of the Rajasthan.

- Relevant photographs of the project



PIC: Final Frames of the Spot Film