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Collection Code: **CTRACK**

Staff Name:

Document Date: **3/20/2006**

Correspondent: **MR. NIRET ALVA**

Subject/Description: **THANK YOU FOR YOUR WARM WELCOME TO THE SET OF "GALI GALI SIM SIM". PHOTOS ALSO ENCLOSED LB 1. NIRET ALVA P030206SC-0194 P030206SC-0227 P030206SC-0188 P030206SC-0206**

THE WHITE HOUSE

March 20, 2006

Mr. Niret Alva
c/o Beth Hogan
USAID
U.S. Embassy
9000 New Delhi Place
Washington, D.C. 20521-0001

Dear Mr. Alva,

Thank you for your warm welcome to the set of "Gali Gali Sim Sim." I appreciate seeing the set and meeting the cast and crew. I especially enjoyed taping a scene with Nafisa Ali and Chamki.

Thank you for the lovely platter. Your gift is a great reminder of a delightful visit and of the admirable work of everyone at "Gali Gali Sim Sim" to bring learning to life.

With best wishes,



Encl: Photos Photo

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JEAN

EVENT CLOSURE
SESAME STREET (*GALI GALI SIM SIM*) TOUR AND TAPING
NEW DELHI, INDIA
Thursday, March 2, 2006
10:15 am – 10:55 am
Eagles Studio
Film City 12, Sector 16A
Noida, Uttar Pradesh
Lindsey Lineweaver

FL CORR

MAR 20 2006



Mr. Niret Alva, President, Miditech Mrs. Bush was greeted by Mr. Alva she arrived on the set. Mr. Alva took Mrs. Bush on a tour of the set and introduced her to all of the cast and crew. Mrs. Bush has participated in Sesame Street in the US, Egypt, and now India and the message and the lessons and the positive learning tools are universal. Mrs. Bush especially enjoyed taping the scene with actress, Nafisa Ali Sodhi, and muppet, Chamki (a muppet little girl with pigtails). Mrs. Bush and Ms. Sodhi taught Chamki to count to 5. Chamki showed Mrs. Bush and Ms. Sodhi that she was learning by having them count her giggles. Mr. Alva and his team put together a very cute skit. Please thank him for the visit and wish him continued success reaching at bringing learning to life with *Gali Gali Sim Sim*. At the conclusion of the visit, Mr. Alva presented Mrs. Bush with a beautiful white marble platter with inlayed floral gemstones. Please mention gift in the letter.

Mr. Niret Alva
c/o Beth Hogan, USAID
US Embassy
9000 New Delhi Place
Washington, DC 20521-9000

Ms. Nafisa Ali Sodhi, Actress and Social Activist (BIO is at the bottom of this document) Ms. Sodhi greeted Mrs. Bush on arrival and participated in the taping with Mrs. Bush and Chamki. Please thank Ms. Sodhi for participating in Gali Gali Sim Sim with Mrs. Bush and commend her on her work with Action India (an NGO for young people in India) and The Naz (NGO for HIV/AIDS prevention in India). Ms. Sodhi's letter to Mrs. Bush can tie in with this letter.

"Dear Ms. Sodhi,"
Ms. Nafisa Ali Sodhi
c/o Beth Hogan, USAID
US Embassy
9000 New Delhi Place
Washington, DC 20521-9000

PURPOSE

To highlight the Administration's commitment to public-private partnerships abroad by raising awareness of a pre-school educational milestone for India – the upcoming broadcast launch of Sesame Street India, *Gali Gali Sim Sim*, to India's broad viewing public.

PRESS PLAN

Tour of Set – Pool Press
Taping – Pool Press (writers only)

REMARKS

Script provided by Sesame Workshop is attached

DRESS

Skirt or Pant Suit

SEQUENCE OF EVENTS

10:15 am MRS. BUSH arrives Sesame Street Studio and proceeds to Backstage.

Met by: Mr. Niret Alva, *President, Miditech*
Mr. Nikhil J. Alva, *Chief Executive Officer, Miditech*
Ms. Anshuman Misra, *Managing Director, Turner International India and Senior Vice President, Network Distribution Turner South East Asia*
Mr. Soumitra (Sunny) Saha, *Vice President, Regional Entertainment Advertising Sales, Turner Entertainment and Networks Asia*
Mr. George Duiken, *Mission Director, USAID India*
Ms. Pria Somiah, *Vice President (and Supervising Producer of Gali Gali Sim Sim), Miditech*
Dr. Asha Singh, *Director, Education and Research Sesame India Project*
Ms. Ellen Lewis Gideon, *Vice President, Marketing Press and Promotion, The Sesame Workshop*
Nafisa Ali Sodhi, *Actress and Social Activist*

Note: Following Greeting, MRS. BUSH will receive a briefing on how USAID and other entities have partnered together to create *Gali Gali Sim Sim* in India.

10:25 am MRS. BUSH begins participation in Tour.

Note: Mr. Niret Alva, *President, Miditech* will lead Tour. MRS. BUSH will Tour the Sesame Street set and meet the Muppets and human characters from the show.

10:35 am MRS. BUSH concludes participation in Tour and proceeds to Park Area.

Note: MRS. BUSH will participate in a Group Photo with all the *Gali Gali Sim Sim* Muppets and human characters at this time (1 CLICK).

Note: Following photo, MRS. BUSH will receive a lavalier microphone for taping segment.

10:40 am MRS. BUSH begins participation in Taping.

10:55 am MRS. BUSH concludes participation in Taping and proceeds to Vehicle.

PARTICIPANTS

Greeters on Arrival

Mr. Niret Alva, *President, Miditech*

Mr. Nikhil J. Alva, *Chief Executive Officer, Miditech*

Ms. Anshuman Misra, *Managing Director, Turner International India and Senior Vice President, Network Distribution Turner South East Asia*

Mr. Soumitra (Sunny) Saha, *Vice President, Regional Entertainment Advertising Sales, Turner Entertainment and Networks Asia*

Mr. George Duiken, *Mission Director, USAID India*

Ms. Pria Somiah, *Vice President (and Supervising Producer of Gali Gali Sim Sim), Miditech*

Dr. Asha Singh, *Director, Education and Research Sesame India Project*

Ms. Ellen Lewis Gideon, *Vice President, Marketing Press and Promotion, The Sesame Workshop*

Nafisa Ali Sodhi. *Actress and Social Activist*

Attendees

Mrs. Jeannie Mulford, *wife of U.S. Ambassador to India*

Participants

MRS. BUSH

Nafisa Ali Sodhi. *Actress and Social Activist*

Chamki, *Muppet*

BACKGROUND

With USAID India support, *Gali Gali Sim Sim* is being introduced to India. Through a partnership with Sesame Workshop, USAID helped the program enter the local television market and develop high quality, country-appropriate educational content. The objective is to provide an

educational program that will give a head start to Indian children ages 3-6 on basic skills to prepare them for school. This increases chances for success and retention in school, and builds productivity in a country with one of the largest populations of young children in the world. Using a broadcast medium, it will connect underserved in urban and rural settings with basic educational skills.

A “spin-off” of the beloved, American “Sesame Street” format and approach is carried out through the help of specially designed characters and Muppets that reflect India’s cultural and educational needs. Storylines encompass Indian topics, issues and cultural mores. *Gali Gali Sim Sim* will prompt children to be active learners by focusing on fundamentals such as literacy and numeracy, emphasizing critical thinking, and instilling a love of learning. It will present youngsters from diverse backgrounds with positive images and stories. It will emphasize the abilities of girls to promote their literacy and encourage their school attendance. There are no formal pre-school education programs under the Indian Ministry of Education. Literacy rates in India are 76 percent for males compared to 54 percent for females.

Public-private partners on this effort include: USAID, Sesame Workshop, Turner Broadcasting, ICICI Bank (a major Indian bank), and Miditech (an Indian production company).

FUNDING

USAID is funding \$500,000 for Sesame Street in India. The US is leveraging a small amount of US taxpayer resources to bring together this US/India partnership that will expand education opportunities to Indian children. The US partner is Turner Broadcasting. The US funds have been leveraged several times as other private sector partners from India and the US have joined the partnership.

NOTES

Gali Gali Sim Sim has been in the production phase for one month prior to MRS. BUSH’s arrival. MRS. BUSH and Nafisa Ali Sodhi, *Actress and Social Activist* taping will be part of the first episode to be aired in August.

ATTACHMENTS

- Biographies of Greeters
- Script for Taping
- Cast and Characters Biographies
- Nimi Kurian, “Soon You Can Learn With the Muppets,” *The Hindu*, December 9, 2005

BIOGRAPHIES OF GREETERS

Mr. Niret Alva, President, Miditech

Miditech has had a long and distinguished career as reporter, presenter, anchor and director. He began his stint in TV journalism as a reporter in 1988. In 1990, he joined the Eyewitness video news magazine. He started Miditech with his brother Nikhil Alva in 1992. The program that instantly put Miditech in the limelight was the award-winning "Living on the Edge," aired on Doordarshan (the Indian national television network). Other critically acclaimed series followed. He has also anchored and directed travel shows later shown in Australia and Europe.

Mr. Nikhil J. Alva, Chief Executive Officer, Miditech

Miditech established the production company in 1992. The vision was to produce hard-hitting programs on environmental and social issues, travel and culture in India and a series on fast emerging sectors such as Infotainment. One of the earliest successes as a producer was the show "Living on the Edge," India's first comprehensive environment series. He has won numerous media awards and pursues interests in natural history film-making. He is also directing a documentary on earthquakes for the National Geographic Channel that will be aired later this year.

Mr. Anshuman Misra, Managing Director, Turner International India and Senior Vice President, Network Distribution, South East Asia, Turner International Pacific

Ms. Misra holds the dual positions of Managing Director, Turner International India., and Senior Vice President, Network Distribution, South East Asia, for Turner International Asia Pacific Ltd. For Turner India, Anshuman oversees the distribution, marketing and advertising sales of CNN South Asia, Cartoon Network and POGO in India, Pakistan, Sri Lanka, Maldives, Bangladesh, Nepal and Bhutan. In his South East Asia role, Anshuman is responsible for managing the development and expansion of network distribution, as well as supervising interactive and wireless content sales activities for Turner's stable of brands including CNN International, CNN Mobile, Cartoon Network and Turner Classic Movies (TCM) in Singapore, Malaysia, Thailand, Indonesia, Philippines, and other countries in the region.

Mr. Soumitra (Sunny) Saha, Vice President, Regional Entertainment Advertising Sales, Turner Entertainment and Networks Asia

Mr. Saha is Vice President, Regional Entertainment Advertising Sales for Turner Entertainment Networks Asia (TENA). Based in Hong Kong, Sunny directly oversees television and interactive advertising revenue generation for Cartoon Network's India, Australia, Japan, Taiwan, Philippines, Pakistan and South East Asia feeds; POGO, TENA's kids channel in India; Boomerang in Australia; HBO in India, as well as promotional licensing revenues across the region. He is also responsible for developing strategies for expanding Turner Entertainment Networks' business across Asia Pacific.

George Deikun, Mission Director, USAID India

George Deikun became Mission Director of USAID India in January 2005. Mr. Deikun has over twenty-five years of experience with USAID in all its geographic regions of operations. He brings a rich, worldwide background in economic and social development to India with particular expertise in housing and urban development.

Prior to India, he served as Mission Director for the Central Asian Republics, where he led U.S. assistance efforts in Kazakhstan, Kyrgyz Republic, Uzbekistan, Tajikistan and Turkmenistan. He formerly served as Deputy Mission Director for USAID Russia where he managed the formulation of a five-year country strategy. From 1997 to 2000, he was Deputy Mission Director at USAID Haiti.

In other USAID posts, he directed the Environmental Office in Cairo, as well as the General Development Office (Housing, Land Markets, Municipal and Agricultural Development) in Russia. He was Deputy Director for the Regional Housing and Urban Development Office (RHUDO) for South America, and led RHUDO in the Caribbean from 1987 – 1990. Deikun was an urban development officer for West and Central Africa in Cote-d'Ivoire.

As a U.S. Peace Corps volunteer, Deikun worked as an urban planning specialist with the United Nations Development Program/World Bank in Burkina Faso.

Deikun has two master's degrees – in Public Administration from the John F. Kennedy School of Government at Harvard University, and in City and Regional Planning from Rutgers University. He pursued doctoral studies in Geography from the University of Wisconsin – Madison. His undergraduate degree is in biological sciences from Rutgers University. He is fluent in Russian and French and has working knowledge of Spanish.

Ms. Pria Somiah, Vice President, Miditech

Ms. Somiah serves as supervising producer of Sesame India, International. She has produced several children's shows including: "MAD;" "POGO;" and Play House Disney on the Disney channel. She also served as supervising producer of several international documentaries for the National Geographic Channels. She is a recipient of the Thompson Foundation Scholarship for Environmental Documentary Film-making, from Cardiff, U.K.

Dr. Asha Singh, Director, Education and Research Sesame India Project

Dr. Singh serves as Reader in Child Development and Head, Department of Child Development in Lady Irwin College, University of Delhi. Currently she is the Director for Education and Research for the Sesame India Project. In her work with children she has successfully combined her multiple interests in performing arts with child development. She has recently published a book entitled "Art in Education." She has framed curriculum for early childhood care and education programs. She has recently used theater as a healing device for children affected by armed conflict in Kashmir, other child victims of communal violence in Gujarat. Dr. Singh

holds a doctorate degree from the University of Delhi and a Master in Education from Ottawa University, Canada.

Ellen Lewis Gideon, Vice President, Marketing Press and Promotion, The Sesame Workshop

Ellen Lewis Gideon, Vice President, Corporate Communications at Sesame Workshop, shapes public understanding of the Workshop's efforts on behalf of children around the world through public relations, public policy, and events. Lewis Gideon oversees all promotions for domestic and international properties, and corporate endeavors. She reports to Sherrie Rollins Westin, Executive Vice President/Chief Marketing Officer.

Her work has included the creation and execution of activities around *Sesame Street's* Healthy Habits for Life initiative, as well as the launches of *Dragon Tales* and *Sesame Street* adaptations in South Africa, Russia, China, Egypt, Israel, Palestine, and Jordan. Gideon directs production of events in conjunction with outreach initiatives, product introductions, Muppet appearances and internal meetings. She also oversees efforts to build relationships and raise awareness of the Workshop with public policy organizations internationally and domestically.

Lewis Gideon joined Sesame Workshop in 1995 as Vice President, Publicity and Promotion. She was promoted to Vice President, Corporate Communications, in 2001.

Prior to joining Sesame Workshop, Lewis Gideon was responsible for all promotional and publicity activities for Sony Pictures Entertainment in the Eastern US. She was Publicity Director for Loews Theaters, Inc., in Boston, Director of Advertising & Publicity for Polygram Pictures Corporation based in Culver City, CA, and Regional Publicity & Promotion Manager for United Artists Corporation. She also served as an account executive at the public relations agency, Rogers & Cowan.

Lewis Gideon lives in Westchester, NY, with her husband Jeff and their children Matthew and Rachel.

Ms. Nafisa Ali Sodhi, Actress and Social Activist (WILL PARTICIPATE IN TAPING)

A former Miss India, national swimming champion (1972-74), model, actress and social worker, Ali is better known as "celebrity with a cause". Before she bagged the Miss India title in 1976 and becoming a runner-up at the Miss International contest in 1977, Ali was the national swimming champion from 1972-1974. Nafisa, who was also a Calcutta Gymkhana jockey in 1979, is actively involved with the non-governmental organizations -- Action India and The Naz Foundation. Nafisa Ali has also worked with the quake victims in Kutch district of Gujarat. She runs an NGO Action 4 India. She is close to Congress President Sonia Gandhi, and contested the 2004 parliamentary elections from South Kolkata Constituency at her behest. Her husband, Akbar Ahmed (alias Dumpy), is a former Member of Parliament and was a close friend of the late Rajiv Gandhi. She acted in several bollywood films, the notable ones being *Junoon* (1979) *Major Saab* with (1998), and the most recent being *Bewafaa* (2005). In September 2005, she was appointed the chairperson of the *Children's Film Society of India* (CFSI).

CELEBRITY SCRIPT

TITLE: COUNTING GIGGLES
GOAL: IIC1b Cognition
Mathematics, Number
sense, counting.
CHARACTERS: CHAMKI, MRS. PM

CONCEPT

CHAMKI AND THE TWO CELEBRITIES ARE
SITTING IN THE PARK CHAMKI ADDRESSES THE
CAM

CHAMKI: I'm so excited today, I've made two new
friends. Do you want to meet my new friends. Here
they are, Mrs. Bush and Mrs. Sing

BOTH CELEBRITIES SAY "NAMASTE"

CHAMKI: I just got to know that we all have different
ways of counting. But the interesting thing is that we
all love counting. Isn't that so?

THE CELEBRITIES NOD IN AGREEMENT

CHAMKI: Saw that, now listen to how Mrs. Bush
counts.

**INTERNATIONAL CELEBRITY COUNTS TILL FIVE
(IN ENGLISH)**

CHAMKI: Isn't that wonderful! now its Mrs. Singh's
turn.

MRS. SINGH SINGS AND COUNTS TILL FIVE

**CHAMKI CLAPS WITH JOY AS THE SONG GETS
OVER**

CHAMKI: I loved that, this counting is so interesting!

Hummm. I know one great new way of counting, I will
Giggle and both of you can count my giggles.

CHAMKI GIGGLES ONCE AND COUNTS 'ONE'.
THE OTHERS COUNT WITH HER.
SHE GIGGLES AGAIN IN A DIFFERENT WAY. ALL
COUNT HER GIGGLES AS EACH GIGGLE RISES
TO A NEW PITCH.

AFTER THEY HAVE COUNTED TO FIVE CHAMKI
CARRIES ON LAUGHING

CHAMKI: I really love counting, specially with my
friends.

WE GO OUT



CHARACTER & CAST BIOS

Character: Basha (Male)

Called Basha Bhaijaan by people on the street, he runs the corner store on the Galli complete with a pay phone, a computer with an Internet connection and an old radio. He is a quiet, friendly man and knows several Indian languages. Married to Dawa, they have a child named Kabir. Basha is around 30 years old and knows the news of the Galli.

Basha has a flair for languages and is a tool for cultural diversity

Played by: S M Sharif

With an acting career that spans 15 years, S M, who plays the role of Basha Bhaijan on *Galli Galli Sim Sim*, has appeared in various serials, documentaries, telefilms and advertisements across television channels. An accomplished artist from the General Drama Section, E. S. D Urdu Drama and Yuv-vani wing of AIR, he has been a part of approximately 100 radio plays. He has also worked as a casual announcer (Hindi) in Yuv-vani channel, the national radio channel, and has fifty audio serials to his credit.

During his association with the Delhi Art Theatre Repertory, he acted in many renowned plays and has worked closely with renowned directors such as K K Raina, Rama Pandey, Aziz Quraishi, Mike Berry, Sanjeev Bhattacharya, Rajeev Khanpuri, Suhaib Ilyasi, Joy Sebastain, Shoaib Bailu, Ashok Gupta etc.

Character: Jugaadu (Male)

Jugaadu can fix anything and loves to work with his hands. He likes to find innovative solutions to fix things. Children enjoy hanging around him. Jugaadu is a mechanic who owns his own garage and does not view his disability as a handicap.

Jugaadu is a role model for creativity and problem solving.

Played by: Salil Chaturvedi

Salil Chaturvedi plays the role of Jugaadu on *Galli Galli Sim Sim*. Previously, Salil was running a communications consultancy that focused on the social sector and provided communications solutions to NGOs. The work involved communication audit, conducting training programmes and workshops, developing a strategy and executing projects in a variety of media – print, web and multimedia. His clients include Azim Premji Foundation, Toxics Link (an NGO working on waste management and toxics issues), Score Foundation (an NGO working with blind people), and Human Rights and Law Network (an NGO of lawyers working in the field of human rights).

For the last five years, Salil has worked at Media Workshop, a corporate communications unit set-up and has led a team of designers, writers, animators and illustrators on print, web and multimedia projects. His responsibilities included script writing, articles, developing storyboards, developing designs, managing a team, planning projects, planning video shoots, audio recordings with talents, client liaison, etc.

Character: Dawa Di (Female)

Dawa is married to Basha and is from North East India. She teaches dance and children love her lessons. She is around 30 years old and is enthusiastic about teaching through her dance & music.

Played by: Esther Jamir

Esther Jamir plays the role of Dawa Di on *Galli Galli Sim Sim*. Esther, a model, won the Miss Dimapur title in 1999, the North-East Supermodel Runners-Up sash, and the Miss North-east crown in 2001.

She has done print shoots for Ashish Soni, Rina Dhaka, Kavita Bhartia, Muzaffar Ali, Vibes, Cosmopolitan Magazine and Elle magazine. She participated in Lakme India Fashion Week 2004 and has modeled for JJ Valaya, Manish Arora, Tarun Tahiliani, Ritu Kumar. She has also participated in fashion shows at NIFT, Pearl Fashion Academy, IIFT, JD Institute of Fashion, Wigan and Leigh etc.

Character: Kabir (Male)

Kabir is Dawa and Basha's child who is an energetic and outgoing 8 year old child. The Muppets look up to him as a big brother.

Kabir is an active, inventive child who is emotionally expressive.

Satyam and Shivam Khanna

Satyam and Shivam are twin brothers who are playing the role of Kabir. They are eight years old and study in Delhi Public School – Ghaziabad. Both love playing cricket, and Satyam is also very good at chess. They have appeared in advertisements, including Bon Bon Biscuits and Microsoft Images.

Chamki (Muppet)

Chamki is five years old and is the learner on the show. A 'feminine tomboy,' she has a lot of questions about things around her. She is irrepressible and flits from idea to idea with equal excitement. She slips easily into roles that require learning and discovery. She enjoys learning words from other languages and like practicing tongue twisters. Her best friend is Googly. She loves his company and is often seen trying to persuade him to get up and do things.

Aanchoo (Muppet)

Aanchoo is transported to a different space and time when she sneezes. There are two warning sneezes and she disappears on the third. Her travels make her the perfect culture vulture. She brings back mementos from her travels and has a beautiful collection of artifacts from different regions of India. Her experiences provide fodder for her tall tales. And though she exaggerates,

she doesn't lie intentionally. You will never catch Aanchoo saying 'I don't know.' Instead, she always comes up with outlandish guesses/explanations for every situation. She is confident, doesn't get disheartened and is never at a loss for words. She is bumbling and hyperactive and gets distracted easily. Her language and mannerisms are flamboyant.

Googly (Muppet)

A bit of a loner, Googly likes to read in solitude. He is extremely orderly and possessive about his things. He gets anxious when things are disorganized. He likes to collect things like boxes, stones and takes good care of his collections. He is the voice of reason in the Chamki-Googly relationship. Gentle, soft and a little shy, Googly hesitates in new situations, but once pushed into things, he ends up enjoying himself in his own unique way.

Boombah (Muppet)

Boombah is big and cuddly and has the adorable simplicity of a child. He loves to dance. He's a lion with a bear hug. He likes to work things out in his head before reacting. And that makes him a wonderful listener too. Boombah rarely gets angry. His tail can assume a life of its own, forming a question mark when he's confused. He is very fond of his mane and likes to preen it.

The Hindu

December 9, 2005

LENGTH: 596 words

HEADLINE: Soon You Can Learn with the Muppets

BYLINE: Nimi Kurian

Early this year a seminar organised by Sesame India deliberated on children in India - especially focusing on their cultural plurality, communal mingling, linguistic variance, as well as the differences and interdependence between rural and urban lifestyles. The purpose of these deliberations was to offer a programme that would not only make children laugh but also content to reflect upon. Children get bored with the monotony of everyday routines and "there must be a fun way to learn" is an oft-heard plea. "Keeping vibrant the voices of children we are in the process of connecting meaningfully with children's learning," says Asha Singh, Director - Education and Research, Sesame India. "Each half-hour episode of the Sesame India series will be a fun-filled mix of various genres from live action and studio to animations and the Sesame Workshop's muppets. The series' distinctive appeal lies in its ability to speak to children through an approach that they most relate to, from a unique perspective - one that explores and understands the physical and social world from the point of view of a child. The content for the Sesame India Series, to be aired on Cartoon Network and POGO by mid 2006, is presently being developed by Miditech, the production partner.

"The success of Sesame International is that they explore the local to enlarge the global. Sesame evolves this reconfiguring of the universal template by dialogues with local experts who have extensive experience of working with children and knowing their minds through several windows. An essential element of the planning process for any international co-production of Sesame Street is the creation of a Statement of Educational Objectives. This document serves as the educational framework for the project and is the foundation upon which all material developed for the project is based.

Focus on content

The educational plans developed for various countries differ from each other with respect to their emphasis and organisation. Some focus more on cognitive and academic goals while others speak more specifically to the social-affective arena," says Singh.

A content seminar' was held in May this year to derive a "culturally relevant content inclusive of the plurality of the Indian terrain", says Singh. The discussions in the seminar raised many issues especially relevant to the Indian social context.

Certain specific features were identified as significant for creating a more civil and humane attitude infusing values for recognising variation, multiple skills and live styles among children in India. A team of writers, animators, and filmmakers with inputs from educationists are in the core of preparing this content. The Sesame India series would supplement a child's learning at school but not replace the system of formal learning. The content curriculum outlines the various concepts, issues and learning needs that need to be addressed for children aged between two and eight.

Broadly these can be clubbed together under five key areas: 1. Cognition: stimulating and enriching mental functions; 2. Emotion: caring, sharing and nurturing; 3. Physical well-being: body care and safety; 4. Social Relations: independence and interdependence; 5. Culture: harmonising diversity

Will the content be teacher friendly? "Yes very much so, says Singh. "As an educator I use even KBC as a model for what is good teaching and learning. Sesame India is all about children and there is a lot of layering in the programme for adults, parents and teachers."

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