

**Avid Learning in collaboration with HarperCollins India presents a #AVIDWORKSHOP on the techniques and creative processes of writing children's books with leading children's authors and publishers in the industry**

**For Immediate Release**

From the hilarity and wit of *Brer Rabbit*, to the adventures of the *Famous Five* and *Secret Seven*; the intricate magical fantasies of *Harry Potter* and *The Hobbit* eventually maturing into the profound themes of *Charlotte's Web*, children's literature has taken us on an amazing journey, blending entertainment and learning, showcasing endearing characters and creating treasured childhood memories.

Writing for children has become commercially popular in India over the last two decades. Children's literature encompasses multiple genres and appeals to readers of every age. The hallmark of a successful children's book is a strong story that captivates children and also resonates with adults.

**HarperCollins India, Avid Learning and Peek-A-Book Children's Literature Festival** present **From Dahl to Donaldson**, a day-long workshop which will examine the current landscape of contemporary children's literature and decode the creative processes involved in the writing of children's books. This workshop will be led by *Curator of the Peek-A-Book Children's Festival*, **Lubaina Bandukwala**, who, along with leading children's *Authors*, **Natasha Sharma** and **Vaishali Shroff** and *Publisher*, **Tina Narang**, will shed light on the editing and publishing processes and give participants a rare opportunity to learn how to mine and explore lived experiences and imaginations for ideas that can be developed into spellbinding children's stories.

**Workshop Highlights include:**

- Overview of children's literature – Understanding Genres, Formats and Themes
- Sources of inspiration and ideas and how to develop them; the importance of research
- Finding the right format that works with the idea – Picture books, chapter books, non-fiction
- Creation of content that suits the target audience – Writing for specific age groups
- Creation of compelling, relatable and memorable characters
- Mapping a book – Creating a storyboard, an outline or a flow chart
- Importance of revisions and understanding the limits of creative license
- Understanding the process and importance of editing – Role of an editor
- Understanding the publishing process – How to get published; finding the right illustrator; coordinating the edits etc.
- Promotion, packaging and marketing of your book

**Where:** Essar House - Podium, [11 KK Marg, Mahalaxmi, Mumbai 400034](#)

**When:** Saturday, 8<sup>th</sup> September, 2018; 10:00 AM – 5:30 PM

**Fee:** Rs. 1000 (including lunch) | Rs. 750 for students with valid Student ID

**RSVP:** [avidlearning@essarservices.co.in](mailto:avidlearning@essarservices.co.in) / [www.avidlearning.in/](http://www.avidlearning.in/) +919769937710 (prior registration required)

**Press Email/ Call:** Dhvani Vyas Rele on [dhwani.avid@gmail.com](mailto:dhwani.avid@gmail.com) / +91 9769877928

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#AVIDWORKSHOPS

PEEK-A-BOOK  
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AVID  
LEARNING  
An ESSAR Initiative

From *Dahl*  
to *Donaldson*

**A WORKSHOP ON WRITING CHILDREN'S BOOKS**

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 +919769937710; (Prior registration required)

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## About the Speakers

**Lubaina Bandukwala** has a master's in journalism but has been in children's publishing for a decade. She has written four books and numerous short stories for publishers like Pratham, FunOKPlease, Hachette and Scholastic India. She has edited publications for most major media houses including DNA (DNA ya!), Times of India (KidZone) Time Life (New N' Stuff) and has served as consulting editor for Scholastic India and Harper Collins. She is passionate about promoting Indian children's books and authors and has been a curator and creator of literary experiences and festivals for more than 6 years. She founded and ran the children's literature section at the Kalaghoda Arts Festival for four years, Founded Peek-A-Book Literature Festival as the only children's literature festival in Mumbai and Hyderabad. She has produced commissioned festivals and pop-ups for the CSMVS museum (Formerly Prince of Wales Museum), Eat India Company Festival, and several schools in the city. She also curates books for India's first children's book subscription box, Enchantico. She is considered a subject matter expert in contemporary children's reading and literature and has been invited as a speaker at TedX (DJ Sanghvi, Mumbai) and on several panels including She The People Writer's Festival, Avid Learning and Kalaghoda Arts Festival.

**Natasha Sharma** is an award-winning children's books author, who has published eighteen books for children till date. She writes across age groups and formats from picture books, early chapter books, and historical fiction to her new book in a graphic novel format, *The Good Indian Child's Guide to Eating Mangoes*. Her poems have featured in anthologies, course-books for schools and on the CBSE recommended reading list. 'Shah Jahan and the Ruby Robber' won the Best Illustrated Children's Book in Comic Con India 2018 while 'Razia and the Pesky Presents' won the South Asia Book Award in 2015. Another book 'Bonkers' received the SCBWI Crystal Kite Award for Asia and Middle East in 2014. Her highly acclaimed History Mystery series has received numerous recognitions including the Rivo Kids Parent and Kids Choice Award. 'Squiggle Takes a Walk' and 'Rooster Raga' have featured on Flipkart's Best Children's Books in 2013 and 2014.

Natasha is an MBA with a graduate degree in Math and lives in Mumbai.

**Vaishali Shroff** is the author of *The Adventures of Padma and a Blue Dinosaur* by HarperCollins India, NCERT and CBSE recommended picture books – *Raindrops* (long-listed for the Crossword Book Award, 2013) and *Ari* by Tulika Publishers, *The Missing Bat* by Pratham Books, and Purple Turtle pop-up books by Adarsh Publishing, among others. She represents India as an author for an Asia-wide reader series for Oxford University Press, Asia Education. Her poems and stories are a part of several school textbooks and magazines. Nearly fifteen short stories written by her are part of ten different anthologies. She is looking forward to her next title by Mango Books that empowers children against touch without consent. Vaishali's quite eccentric; while constantly striving to be in the present, her writerly mind keeps oscillating between the past and the future and everything that does not exist.

**Tina Narang** began her career with The Times of India in 1987. Her foray into children's publishing began with Scholastic India in 2005. After a 12-year stint at Scholastic, Tina moved to HarperCollins India in early 2017 to launch the children's imprint, HarperCollins Children's Books. As editor and publisher she has worked with some of the finest names in Indian children's literature whether they be authors or illustrators. She has presented papers at international festivals such as the Asian Festival of Children's Content at Singapore and the Philippines International Literary Festival at Davos.

### About Partners

**Avid Learning**, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation. Facebook: [www.facebook.com/Avidlearning](http://www.facebook.com/Avidlearning); Twitter: [www.twitter.com/Avidlearning](http://www.twitter.com/Avidlearning); Instagram: @avidlearning

**HarperCollins Publishers India Pvt Ltd.** is a wholly owned subsidiary of HarperCollins Worldwide and came into being in 1992 completing 25 years in India and almost 200 years globally. HarperCollins India is the world's largest entertainment to education publisher. HarperCollins India has shown phenomenal growth in the past few years publishing fiction, non-fiction and poetry by diverse writers like NayantaraSahgal, A.P.J Kalam, S. Radhakrishnan, Kamala Das, Kunal Basu, Tarun Tejpal, Deepak Chopra, Ruchir Joshi, RanaDasgupta, KiranNagarkar, Meghnad Desai, Mukul Deva, Jaishree Mishra and Anita Nair. It has also successfully built a list of talented first time writers including Advaita Kala, Anuja Chauhan, Karan Bajaj, JahnviAchrekar, Amitabh Bagchi, Kishwar Desai, Pallavi Aiyar and Ameen Merchant. HarperCollins India is also the publisher of *The White Tiger* by AravindAdiga, winner of the Man Booker Prize 2008. Fourth Estate, Harper Perennial and Harper Litmus are a few of HarperCollins India's local publishing imprints and the growing list of writers in the Harper Hindi programme include GeetanjaliSree, Jyotsna Milan, Sara Rai, Ibne Safi, Teji Grover and Indu Jain. Collins Business: Ideas for Everyone was launched in May 2009. We are committed to building a quality poetry list and have published Priya SarrukkaiChhabria, C.P. Surendran and Karthika Nair. Including world renowned Collins Cobuild and Collins Gem Dictionaries, HarperCollins India's distribution includes books by writers such as Doris Lessing, Paulo Coelho, Agatha Christie, Jack Welch, Jack Higgins, Alistair Maclean, Ken Blanchard, Isaac Asimov, Isabelle Allende, Michael Crichton, Sam Bourne, Amitav Ghosh, JRR Tolkien, Cecilia Ahern, Jeffrey Archer, Andrew Gross and The Dalai Lama. Apart from India on Television by Nalin Mehta, winning the Best Book on media, HarperCollins India has made a mark as a marketing leader in the publishing industry and has won the Excellence Award at the Asian Multimedia Publishing Award 2009 and 2011. HarperCollins India has also won the Tata Lit Live! Publisher of the Year 2016 along with First Book of the year (Non Fiction) for *The Ivory Throne* by Manu S. Pillai & Book of the Year (Fiction) for *Selection Day* by Arvind Adiga. In 2016, HarperCollins won a series of awards from Gita Press and the Making of Hindu India by Akshay Mukul (Ramnath Goenka Award for Excellence in Journalism Book of the Year award, The Shakti Bhatt Award First book Prize & Crossword Book Award Jury Prize).

**Peek-A-Book** is a one-of-a-kind literature festival for children from 3 years to 14 years. It is a one-day festival that celebrates the latest books, stories and great literature for children. The festival is built around children stories and books featuring some of the country's best-selling children's authors, finest professional book illustrators and designers, performance story-tellers, theatre artists, creative competitions and performances. It is an event that takes children into imaginary worlds to immerse them in the delights of language and art that allows children to broaden their experiences and spend quality time with family. Team Peek-A-Book has been creating curated and stand-alone festivals and immersive literary experiences for over five years. Peek-A-Book 2018, in its third edition, will be presented in collaboration with the Royal Opera House Mumbai using the venues open air spaces, lawns and the stage. This is slated to be held on Saturday, 8th December 2018.

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