

Inside the Blueprint of a Great Story: Avid Learning Presents a Fiction Writing Workshop on Narrative Craft

Most story ideas don't fail because they lack originality; they falter because they don't know where to go. A striking premise can quickly lose momentum without a clear sense of progression: consider how *Gone Girl* sustains tension through shifting perspectives, or how *The Girl with the Dragon Tattoo* layers investigation with revelation to keep the narrative driving forward. *The Alchemist* moves with clarity because each episode builds purposefully toward transformation. In each case, what holds the reader is not just the idea, but the way it unfolds.

In today's publishing landscape, spanning literary fiction, thrillers, and speculative writing, this underlying structure has become a critical skill. Think of how *Harry Potter and the Philosopher's Stone* steadily raises stakes within a clear narrative arc, or how *The Hunger Games* uses pacing and escalating conflict to sustain urgency. These are structural decisions. Writers are increasingly required to think like architects: to understand how conflict generates momentum, how causality creates coherence, and how pacing shapes emotional payoff. Structure, in this sense, is what enables stories to hold together and land with impact.

Avid Learning and **Bound India** present *The Architecture of Storytelling: A Fiction Writing Workshop*, a practice-led session designed to unpack the mechanics behind impactful storytelling. Led by *Author and Editor Kashif Mashaikh*, known for books like *Mortuary Tales* and *RAW Hitman 2: The Assassinations*, this hands-on workshop will break down the craft behind compelling narratives. Drawing from his experience across fiction and editorial collaboration, Kashif offers a grounded perspective on how stories evolve from a concept to a finished form.

Through a combination of pop-culture references, analytical frameworks, and hands-on exercises, participants will engage with key elements such as conflict, causality, structure, and pacing. The session is designed to help writers move beyond raw ideas, equipping them with practical tools to develop stories that are coherent, engaging, and emotionally resonant. Participants will gain a clear understanding of the fundamentals of story structure and plot design, learn how conflict drives progression and deepens engagement, and explore how pacing, stakes, and causality shape compelling narratives. By analysing popular storylines through a structural lens, they will also develop practical tools to transform initial ideas into cohesive, engaging stories.

Writing programs are a cornerstone of Avid Learning's curatorial philosophy. A rich line-up of more than 50 programs stands as a testament to our unwavering commitment to the art and craft of writing. Our initiatives have spanned a wide range of genres and approaches, from food to travel, poetry to prose, travelogues to comedy, bestsellers to screenwriting, as well as writing for digital mediums, children, movement-based practices, and even in the age of AI. Through expert-led masterclasses, enriching courses, interactive workshops, and thought-provoking panel discussions, we have explored the boundless possibilities of the written word.

This program is in collaboration with **Bound India**, One of India's leading strategic storytelling companies, that works with leading experts and organizations to shape knowledge into books, courses, and longform content.

Whether you are beginning with a nascent idea or refining an existing draft, the workshop provides a structured environment to sharpen storytelling skills and deepen narrative clarity.

When: Saturday 18th April 2026

10:00 AM - 10:30 AM Registrations | 10:30 AM to 1:00 PM - Workshop

Where: Essar House, Mahalaxmi, Mumbai

Register: www.avidlearning.in

Fee: Rs 2000 (including GST)

For Press: Ayesha Dadachanji (ayeshah.avid@gmail.com)

About the Faculty:

Kashif Mashaikh is a former corporate professional turned full-time writer. His books include *Mortuary Tales* (Westland, 2021) and *RAW Hitman 2: The Assassinations* (Simon and Schuster, 2024). His third novel, *Relics of Love*, is scheduled for publication in 2026. Beyond his own writing, his editorial work has been acknowledged in several books written by S. Hussain Zaidi, one of India's leading true-crime writers. Kashif was also a consultant on Jigna Vora's debut novel *Behind Bars in Byculla*, later adapted into *Scoop*, a Netflix series.