

BEYOND THE BOOK...



MUMBAI | 23 NOVEMBER 2019
AVID LEARNING, ESSAR HOUSE

**JUMP
START**
www.jumpstartfest.com



09.45-10.00

Welcome note by *Prashasti Rastogi, Director, GBO New Delhi & Asad Lalljee, SVP, Essar Group and CEO Avid Learning*

10.00-10.15

We've come a long way... or have we?
An overview of Indian children's literature landscape
Expert: *Neeraj Jain, MD, Scholastic India*

10.20-10.35

The promise of digital: the growing world of children's content on digital platforms
Expert: *Ashutosh Parekh, Vice President- Voot.Kids, Viacom 18 Media Pvt Ltd India*

10.40-11.00

It takes a tribe to write a book!
How digital community platforms can help to find new markets
Expert: *Devashish Sharma, Country Head, Wattpad India*

11.00-11.15

The Building of a Brand – Think merchandising and licensing. Think Beyond the Book.
Expert: *Jiggy George, Founder, Dream Theatre*

11:15-12:15

Books to Screen - Navigating the path In-between
Experts: *Sidharth Jain, Founder and Chief Storyteller, Story Ink; Mrinalini Khanna, Vice President, Endemol Shine India and Bilal Siddiqi, Author, Bard of Blood (A Netflix adaptation)*

12:15-13:15 Networking

13.15-14.00 Lunch

14.00- 17:00

**MASTER
CLASS**

Masterclass for writers and illustrators
Expert: *Shilpa Ranade, Animator and Faculty at IIT Mumbai*

Making a Mark-et –
An Author's Guide to Marketing
Moderator: *Asad Lalljee, SVP, Essar Group and CEO Avid Learning*

Experts: *Venke Sharma, Digital Marketing Practitioner and Author; Mita Kapur, Founder and CEO Syahi; Durriya Kapasi, Wattpad Author and Soumya Singh, Wattpad Author*

Masterclass on writing for Young Adults
Expert: *Paro Anand, Children's Author*



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