



## Ci3's Transmedia Story Lab Sponsors India's Tenth International Chinh Film Festival

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**(New Delhi, India)** Ci3's Transmedia Story Lab (TSL) at the University of Chicago, in partnership with Operation ASHA and the University's Center in Delhi, will co-sponsor the 10th International Chinh Kids Film Festival and Forum in New Delhi, India. The festival, which will be held Wednesday, Nov. 9 through Monday, Nov. 14, will feature several digital stories from Ci3's project, Kissa Kahani. Kissa Kahani digital stories are short, first-person documentaries produced with music, images, and narratives by young people from Lucknow, Uttar Pradesh communicating their daily lives, hopes, and dreams.

The Annual International Chinh Film Festival brings together young people from across the world through filmmaking. Chinh supports social initiatives that promote the wellbeing of children and marginalized nomadic communities by harnessing traditional wisdom, art and culture and rediscovering them in contemporary contexts. Each year, the film festival has a different focus and theme for the forum. This year's focus is on media literacy and sexual and reproductive health. Though the festival is held in New Delhi, children across India will be engaged as the films tour schools as part of a jury screening. Films that are selected – based on feedback from the students – will be screened during the festival.

Ci3 and TSL are partnering with Chinh, as a sponsor and participant. In addition to the screening of Kissa Kahani digital stories, TSL will host the Chinh India Media Literacy & Sexual and Reproductive Health Forum entitled "Storytelling for Social Change?" The day-long forum will wrestle with questions around the effects of storytelling and media literacy efforts among adolescents, and the use of storytelling to advance adolescent wellbeing.

Kissa Kahani is a two-year project funded by the Bill & Melinda Gates Foundation that will engage youth and community-based organizations in novel, narrative-based data collection techniques. Through Kissa Kahani, Ci3 has conducted workshops with Lucknow youth ages 15-24 using games, storytelling, and art to learn more about the daily lives of young people in order to better understand the social determinants of adolescent reproductive health and wellbeing. Ci3 also worked closely with the University of Chicago Center in Delhi, whose pilot funding helped forge partnerships between Ci3 and adolescent sexual and reproductive health organizations in India.

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