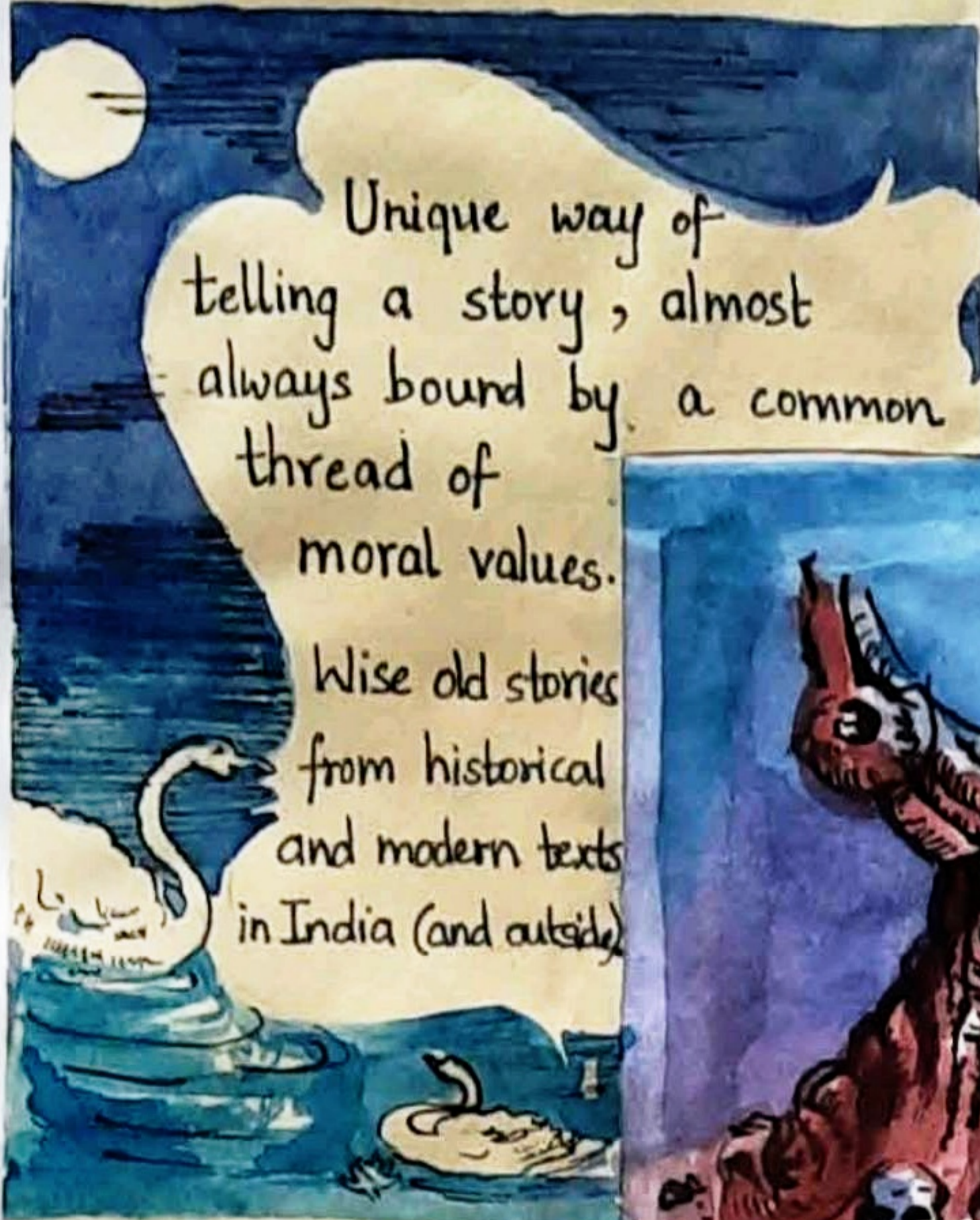




# Chandamama

First published in 1947.

Published in 13 Indian Languages + English  
Monthly  
Classic Indian monthly magazine for children, famous for its Illustrations.



Unique way of telling a story, almost always bound by a common thread of moral values.

Wise old stories from historical and modern texts in India (and outside)

Mythology, epics, fables, parables, and even useful heresay - spun suitably to give right direction to the impressionable minds, even while entertaining them thoroughly and sharing the rich imagination of India. These stories made the readers connect with various cultures in India, contributing to national integration.  
→ Main features written by Kutumbarao.

Founded by:  
B. Nagireddi and Chakrapani

Final issue - 2013. (Parent company is in liquidation process)  
Even though it is defunct, an unofficial website is bid by volunteers to digitise and preserve its stories.

## Redesign in 2008.

Personality of Magazine:

- 1° Butterfly used for color coding
- 2° Rainbow
- 3° School holidays
- 4° Colors
- 5° Water
- 6° Flowers
- 7° Animation

New additions:

- RUSKIN BOND
  - KITCHEN
  - MVTHU
  - INDIAN HISTORY
  - BOOK REVIEW
  - NEWS!
  - ANECDOTES
- 7 Sections - 7 colors.



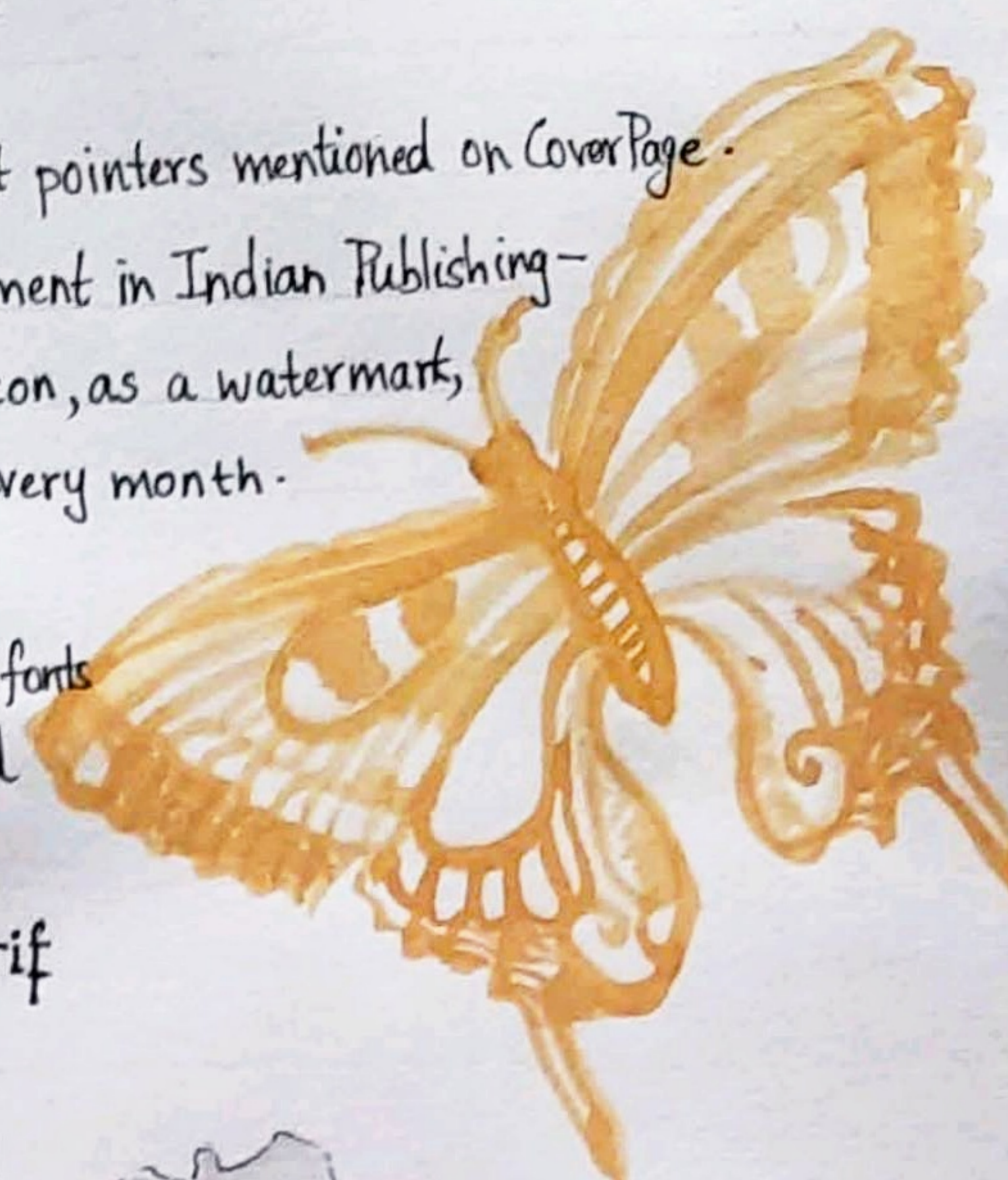
This famous illustration by artist Sankar was synonymous with magazine illustration in India. It shows King Vikramaditya and Vetala (vampire), an adaptation of the ancient Sanskrit work Baital Pachisi, brought wide repute.

• 3 Important pointers mentioned on Cover Page.

• First experiment in Indian Publishing - a friendly icon, as a watermark, moves up every month.

• Number of fonts were reduced

- to four :
- Stone Serif
- Barmeno
- The Sans
- Univers



### 1 HIERARCHY

Clearly established.

2. Clean grid based page layouts, white space
3. More integration between sections and
4. improved readability, removing background color.
5. New design aimed at making a child not only to read but also to feel and act upon - Bringing the content to the front of the stage.

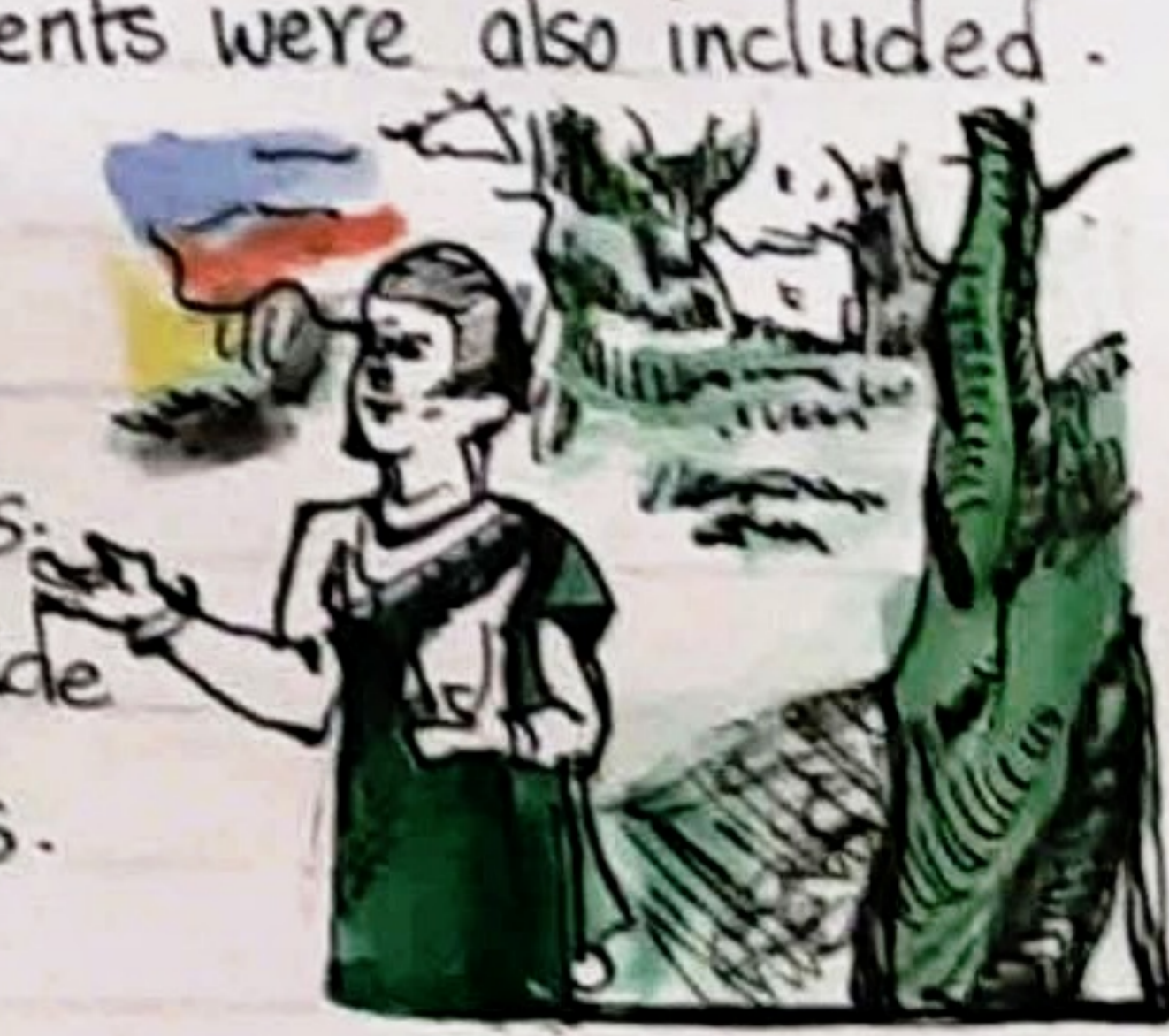


Ruskin Bond admired the Magazine a lot and wrote for it for a long time.

The "reader's letters" page showcases some of the beautiful letters written by children from different parts of India. They established a good emotional bonding with them, which is very rare and very important for any publication. Parents were also included.

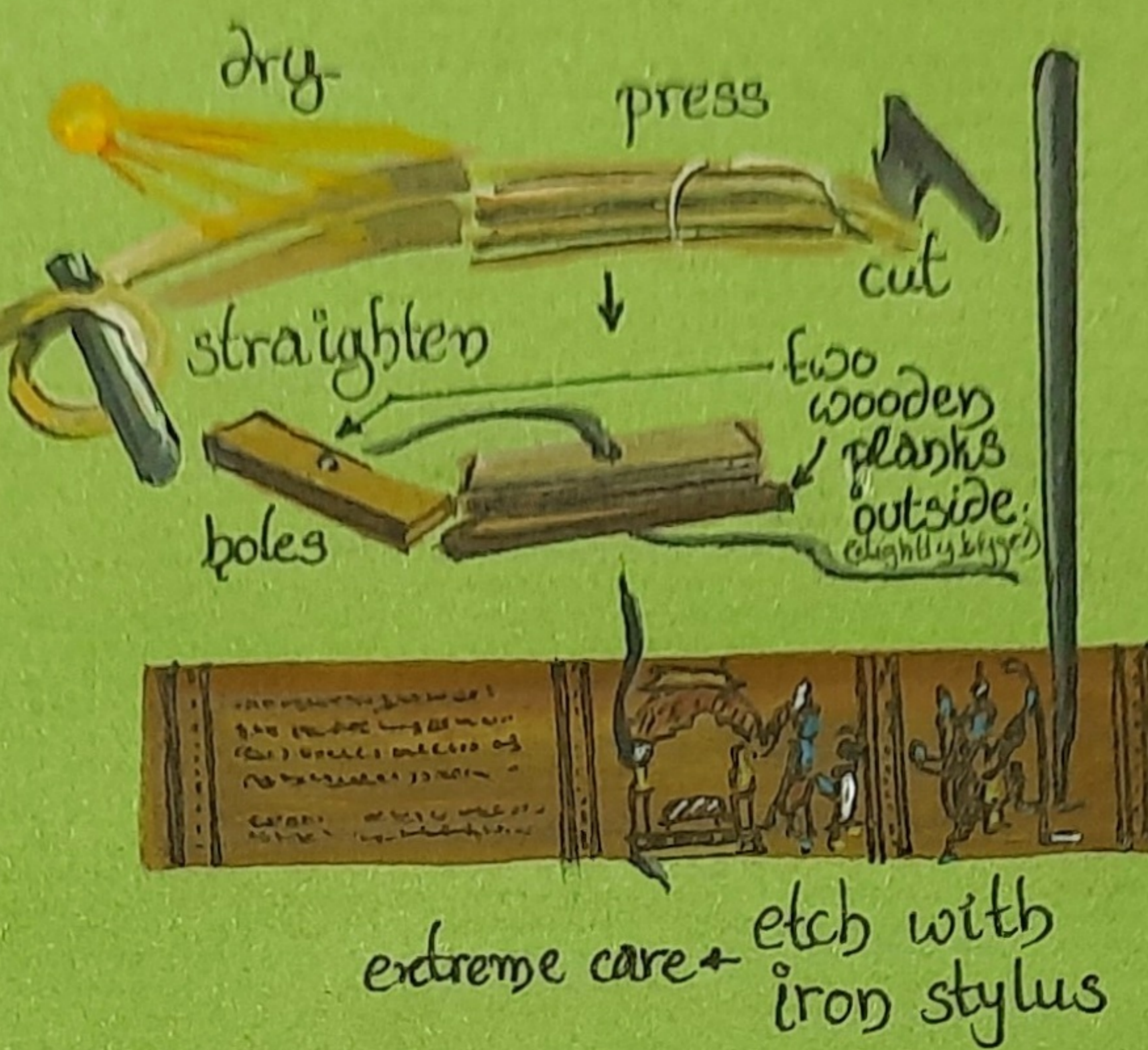


Initially, covers were printed in 4 colors while illustrations inside used line drawings.



Visual element borrowed from T.V., informs the cross media presence of the Chandamama group, with links to radio, events, etc.

# Chandamama in Medieval Orissa on Palm Leaf



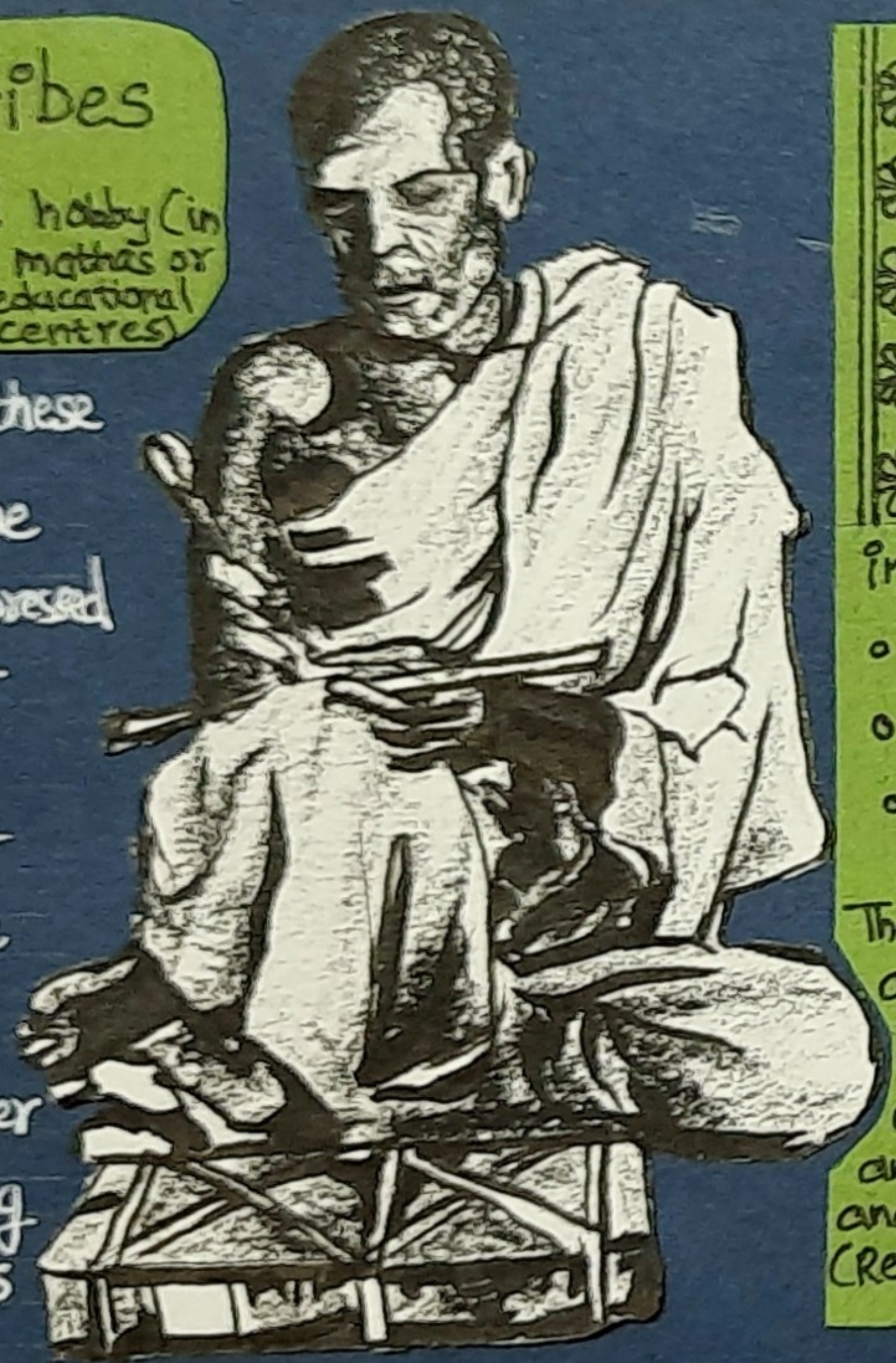
- Natural Pigment
- lampblack
  - hartali stone
  - hingal stone
  - crushed, boiled, and filtered shells
  - Indigo leaves
  - Natural powders mixed with Plant gum (wood apple gum, Bel gum), Starch

After etching, lampblack is applied on the surface to make the engraved part darker.

- Datura leaf juice - makes the lines darker and safeguards from insects
- Indigenous materials, natural herbs (to keep insects away), oils (to prevent brittleness), Fragration to prevent fungus, etc. are various ways to protect the manuscripts

Every 200-300 years these manuscripts are copied onto a new one to save them.

**Lipkaars / Scribes**  
 categories  
 Professionals (Self employed)  
 Appointed by King / officials  
 hobby (in mathas or educational centres)



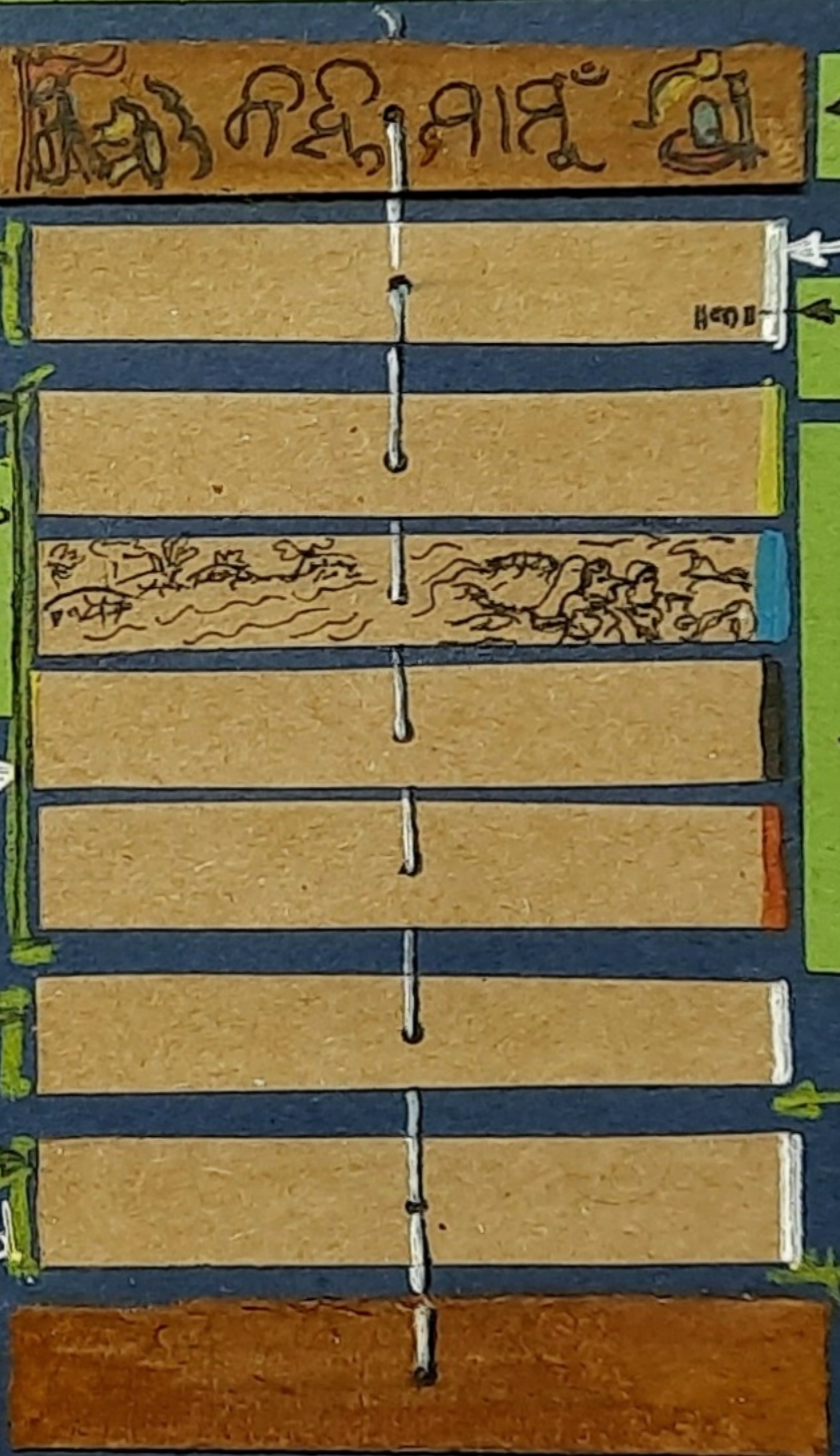
The art of writing on these leaves was unique. The leaf supported and pressed by the fingers of left hand. The thumb and forefinger of the right hand are kept on the leaf in a "V" shaped angle. The middle finger moves the stylus, using the cut thumbnail as a lever, in smooth, light pressured, round movements

The round letters of Odia manuscript makes it suitable for inscription. Alphabets have no headmarks. Horizontal lines can tear the leaf)

**Floral Designs**  
**Animal and Bird motifs**  
**Nature depicted**  
 in various ways like:  
 • Shankha (Conch)  
 • Chakra (Wheel)  
 • Nama (Red mark on forehead)  
 The motif and style is almost same from its beginning upto 20th century as it has been an integral part of culture and tradition of Odisha. (Recognised as Odishan Style)

**ALREADY EXISTING**

- **Mangala Charana** - Prayer to Gods and Goddesses
- **Main theme / text**
- **Conclusion / end**
- **Pushpika / Colophon** - Details of the author, date and place of composition.



**NEW DESIGN**

• (Chandamama in Odia)  
 • Colour coding  
 • Page Numbers  
 • Two holes will help in keeping the pages in place.  
 • There can be monthly activities  
 • There can be a colouring page with details about paint

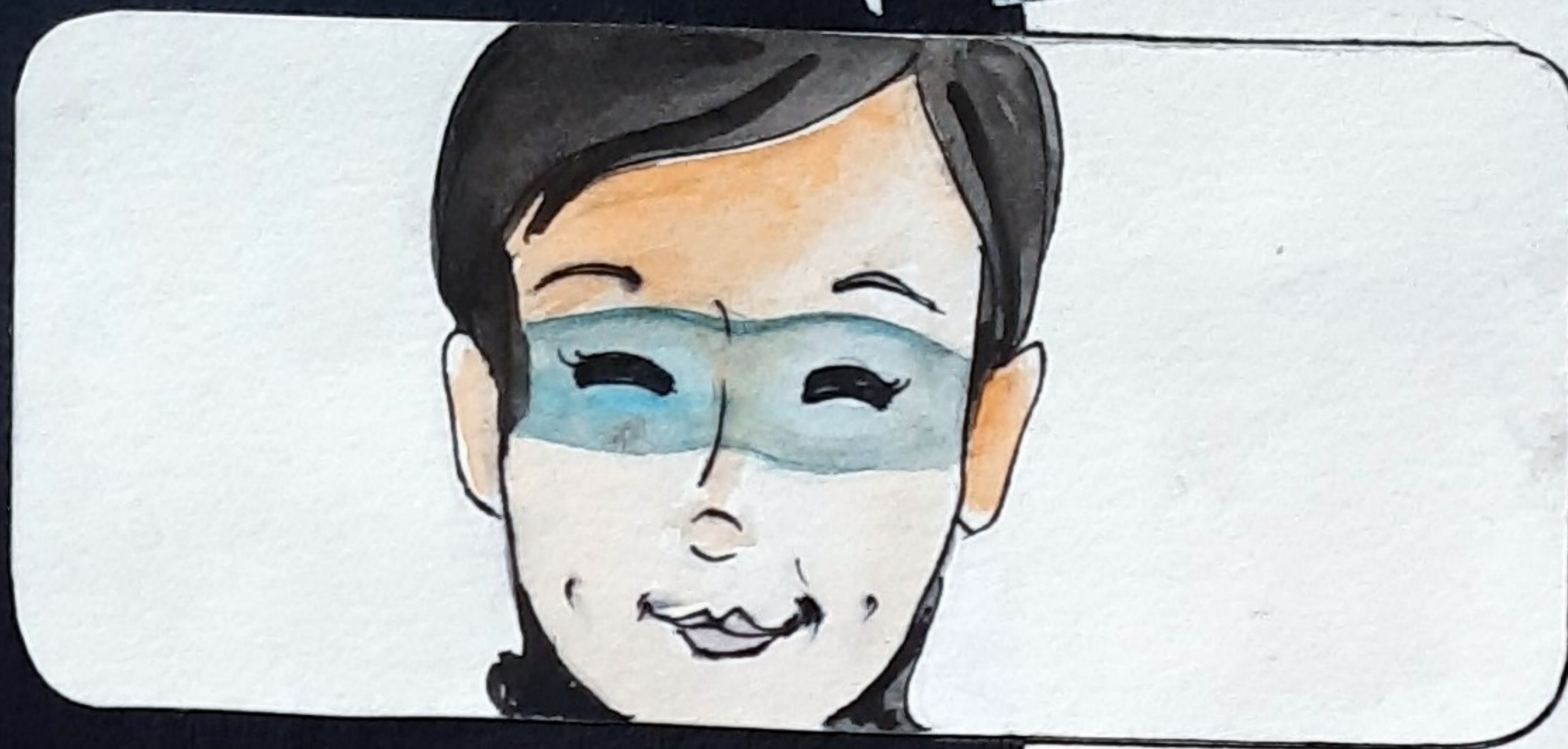
These instructions about keeping the manuscript safe will be written on one leaf so that these valuable manuscripts are not lost or burnt or eaten by insects.



Rich texts, including Vedas, Tantra, Purana, Agurveda, Lexicon, astrology, grammar, music, prose, history, Dharma Shastra, mathematics, music, art, ect.  
 Would be scribed mostly in Odia, Sanskrit, Prakrit, Persian, Telugu, Bengali, and many other languages



# CHANDAMAMA 2121



Special glasses that fit like they do not exist

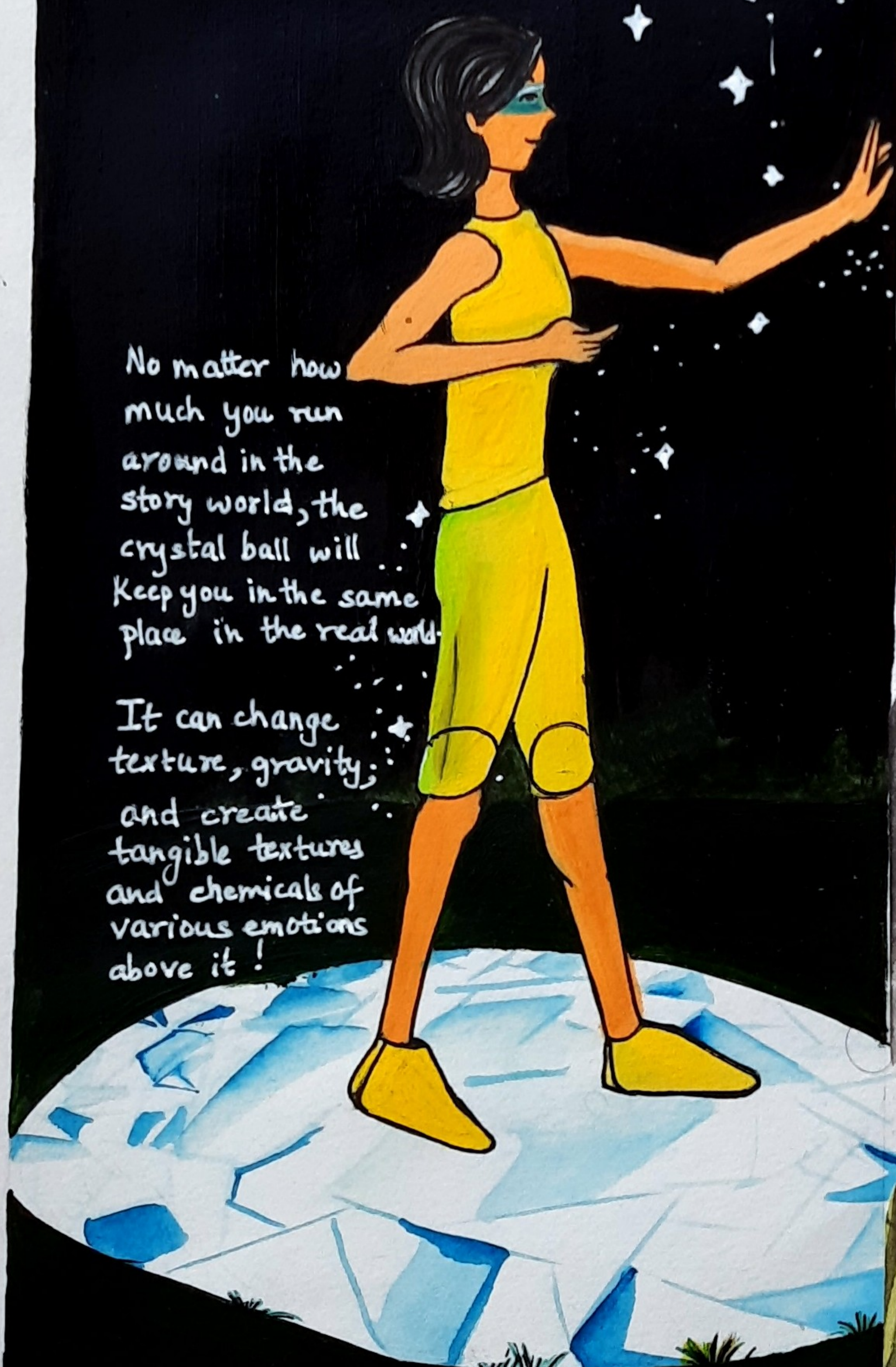
Look at the moon to get fresh stories and articles for the month!



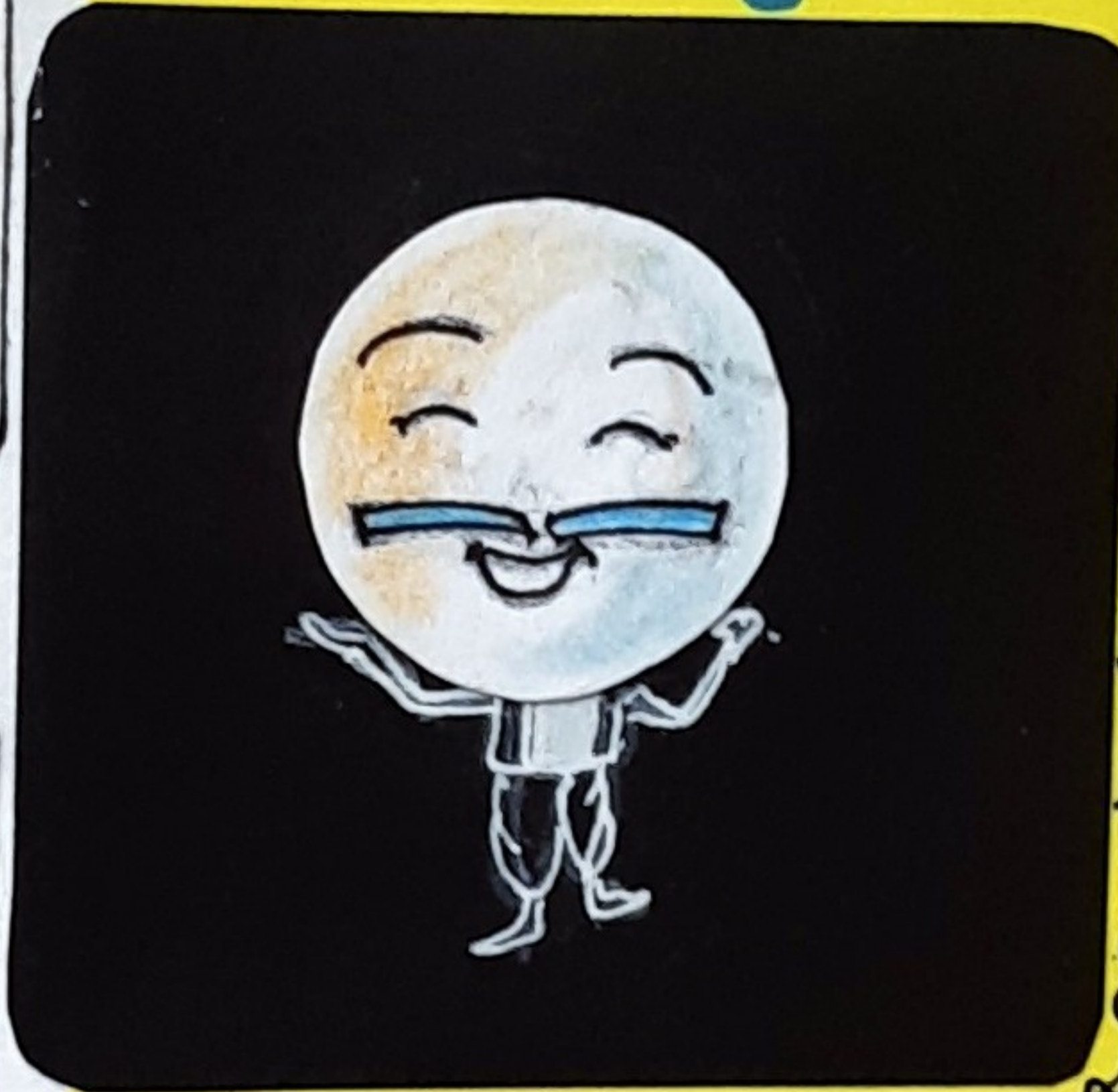
OR visit any past stories/articles!

No matter how much you run around in the story world, the crystal ball will keep you in the same place in the real world.

It can change texture, gravity, and create tangible textures and chemicals of various emotions above it!



## Vismaykari Anubhav



In an age when life purpose, emotions, thoughts, morals, ethics and humanity will be of utmost importance, Chandamama brings to you the ultimate experience of great stories - new, and old - that guided generations and have secrets of time, life, existence,

our purpose, the Universe and its creation hidden in them. Other articles are educational, environmental, and many genres. Enter into the incredible story world - exactly as it would be!



Find your friendly spirit guide - Veetal! Talk freely to him about anything - life, problems, desires. Based on your conversation, it will detect your core thoughts and emotions and set you on a story perfectly chosen for you!

## Saathi Veetal



The story 'world' is made of all senses! You can move around in the place and witness the story live! Veetal will be behind you all the time and take care and guide you. In case of any emergency, he will disconnect and send you back in the real world.

## Anupam Duniya



You can enter into any character for a short time to see their perspective and also feel their emotions! (from a detached perspective). In between, you can be given options to contemplate and act upon!

## Rachnatmak Manan



In the end, he will ask you questions to see what you learnt. If your answers are good, he will flee - bidding you goodbye until next time!

## Avismarniya Seekh!