

Chhoti Anandi to enter small screen world soon



Indian small screen's beloved Anandi from "Balika Vadhu" is set to travel back in time and get an animated makeover. Bringing all the childhood adventures of the fictional TV character, a home-grown animated series "Chhoti Anandi" will head to the television space soon.

Encouraged by the success of "Balika Vadhu", Colors channel has associated with production banner Sphereorigins to launch the animated series. The show will simulcast on Colors and Rishtey from January 17, read a statement.

The fun-filled show with Chhoti Anandi and her pack of friends (Chhote Sipahi) will capture adventures of Anandi's playful childhood.

As for the storyline, Chhoti Anandi will be shown as an eight-year-old wise child, known to find innovative and unique ways to solve problems in the bylanes of a village in Rajasthan. The series will highlight her entertaining yet mischievous side.

Raj Nayak, CEO of Colors channel, said that it is the "popularity" of the fic-

tional character which made them plunge into the animated world of Anandi.

"Through 'Chhoti Anandi', we plan to engage and strengthen our bond with the tiny tot audience and present a show that is visually appealing and entertaining at the same time," Nayak said. With an aim to strike a chord with the audience with a recall value, a similar backdrop, colour and music as that of "Balika Vadhu", will be painted at the end of every episode.

Talking about the concept, producer Sunjoy Waddhwa, chief managing director of Sphereorigins, said: "It is a challenging prospect to translate a fictional character into an animated series like 'Chhoti Anandi' who is wise beyond her age and will question society's regressive norms."

Waddhwa asserts that the "show will not be an animated representation of the story of 'Balika Vadhu', but 'Chhoti Anandi's adventures'".

The animation for the series has been done by Anish Patel, founder and CEO of HopMotion animation studio.