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|  | **Feedback on Anaemia film** |  |
| **Timing** | **Comments** |  |
| 0.8 | Prior to about 8 seconds, the ‘anaemic’ and non anaemic characters both should be equally happy and excited for the race |  |
| 0:12 | Extend the race span and then show dizziness and tiredness in the anaemic cell (not so first) |  |
| 0:14 | In the race while running the anaemic blood drop can be shown behind the non-anaemic blood drop. Depicting it is not as fast as non anaemic |  |
| 0:16 | * The study scene should be shown in a classroom, remove the white dots on the normal character so that it should not looks like crying. * The frame needs to be corrected. The left part of the anaemic cell is missing. Focus on the cells more rather than the background elements. Add a bubble for both cells. for red cell in the bubble, say 6+4=10 but for white cell add in bubble (6+4=? pop up) with gloomy and confused face scratching his head |  |
| 0:29 | Don’t show the anaemic character falling down. Can show gloomy and confused face scratching his head and non anaemic character as happy and excited |  |
| 0:30-0:40 | * Delete the bedroom scene. Not necessary |  |
| 0:46 | * This scene should start like all of them are playing football together. Anaemic character should also be playing but he becomes tired soon while playing. * Don’t make football motion too sudden. make it smooth. * The healthy character should have a look of concern when it looks towards anaemic character. Then showing the anaemic character the healthy food (green leafy vegetables, bowl of dry fruits, fish, chicken, ragi) |  |
| 1:06-1:12 | * Instead of zooming to the bench, we can delete the part to reduce the film length |  |
| 1:17 | * The transition from white to red after the anaemic character consumes the watermelon needs to be smoother, it is an erratic flashing * Reduce the speed of the transition and zoom in so that the attention can be drawn on the transition from anaemic to non-anaemic * Also, the line that separated the red and white parts of the anaemic character needs to dissolve/vanish |  |
|  | * Last frame, watermelon and strawberries are shown, instead we need to show iron-rice foods. * I think at the end, it should show the two characters running off together smiling rather than rising and falling. This will draw it back to the opening sequence when the anaemic character could not run. This will imply that after eating healthy, the character got its stamina back. This will tie up the film neatly. * we can have Hb numbers – before and after |  |
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|  | **WASH Film** |  |
| **Timing** | **Comments** |  |
|  | The film should start with a girl playing in the garden and entering the house with dirty hands and legs containing germs. Like this germs enter the home and spreads |  |
|  | make the bacteria in different colour- not green- trying to avoid similarities with corona virus. |  |
| 0:36 | The proportion of the bed, toys and the girl is not correct. |  |
| 0:47 | spend one or two more seconds on stomach pain |  |
| 0:49 | show bacteria as more powerful and trying to attack other too. Zoom in to the powerful bacteria. |  |
| 0:54 | Remove the text "what happened" just keep Question big mark '?' popping up on the screen |  |
| 0:57 | * Please add some foam/ bubbles on the soap so that it can be easily identified as soap * hand washing needs to be slowed down a little. each step should be seen clearly. |  |
|  | Somewhere show the use of toilet by the main character |  |
|  | No need to put any slogans in any language |  |