**CONCEPT NOTE**

**Ilaana Chakma**

1. **Title: Bandar Kya Jaane Adrak Ka Swaad?**
2. **Show format**
   1. **Genre:** Indian teen drama (TV series)
   2. **Language:** Hindi, English
   3. **Running Time :** 23 minutes (1 episode)
3. **Target Audience**
   1. **Demographics:** The show is targeted at teenagers between the age of 13 and 18.
   2. **Psychographics:** It is for young teenagers whoare going through the so-called difficult and confusing phase of life and are staying away from home in a boarding school or a hostel.

The characters in the show are simple and can be easily differentiated into the conventional ‘good’ and ‘bad’. When the audience processes the victory of good over bad, it signifies an overcoming of a challenge or an internal conflict. Thus, the psychographics are of teenagers who enjoy ‘good vs bad’ narratives.

1. **Synopsis:**

The story is about five girls staying at a boarding school hostel governed by a strict warden who deal with friendship, relationships, love, loss and life and share their dreams and aspirations. All of them are dealing with some issues in their personal lives. The process of overcoming these issues together forms a metaphorical parallel narrative in the series as they try to deal with the extremely strict warden in unity.

1. **Treatment**
   1. **Plot:**

Malini is the new girl in Class XII who has just shifted from Seattle. She takes time getting adjusted in the hostel since all her friends are from such diverse backgrounds. When Kritika tries to bully Malini on her first day, Meghna helps her out. How they deal with life’s challenges together and with the warden forms the crux of the series.

* 1. **Main Characters:**
     1. **Malini Rathore:** The balanced and self-righteous one in the group who tries to prevent getting into any kind of trouble. Often confused about everything under the sun - from what to wear to which movie to watch, Malini is indecisive, but sticks to her core values while making a decision. She is brimming with ideas and is a neatness freak. This often makes her slightly less adaptive and her friends think she is odd as she doesn’t like sharing spoons or clothes and eating ‘jhootha’, which is considered normal in hostel life.
     2. **Noyonika Basu:** She is your average know-it-all, the bookworm of the group who has an opinion on almost every topic under the sun. Noyonika calls herself a debater and hates losing arguments. She often becomes red while debating and her friends make fun of her when she does. She also gets into ego clashes with Malini. However, later in the series, Noyonika becomes more considerate about others and less self-indulgent.
     3. **Shruti Dinesh:** Shruti is a high profile fashionista who cannot live without her Gucci shoes and Prada bags. She is rich and often spends her money carelessly. She also indulges in various “shopping therapies” and goes partying almost every weekend. Shruti is a lonely girl at heart since her parents are always out on business trips. Though she tries to maintain her exterior of an ultra-modern girl, she is a simple girl at heart who likes wearing cotton pajamas and wants to be loved.
     4. **Meghna Jose:** Blunt and short-tempered, Meghna gets angry at the drop of a hat. A rebel without a cause, Meghna has had a troubled love life and channels all her anger into sports. She is the one who always falls into trouble with the warden due to her hasty words and sharp tongue. Although she is rude at times, she is loyal to her friends and stands up for them.
     5. **Ambika Sarin:** The happy-go-lucky one in the group, Ambika can switch to a dance at any time of the day. She is energetic, always happy and can infuse fun and light-heartedness into everything around her. A huge foodie, Ambika does not miss a chance to eat out every other day because of which she usually gets a bad tummy. She is conscious of being slightly overweight.
     6. **Warden Shakuntala Devi:** The strict disciplinarian who makes army-like rules for the hostelites. She is particular about the smallest of things like eating on the bed, washing clothes on weekends, not wasting food. She is also very orthodox in her thinking and expects conformation to all her rules. She is very strict about the curfew, dress code, study time, bed time and prohibits the girls from mingling with the boys in the boys’ hostel.
  2. **Secondary Characters**
     1. **Kritika ‘Kiki’ Sharma:** The antagonist of the show who tries to put the girls in trouble with the warden. She is the hostel leader and has her own set of minions who report to her. She acts innocent and convinces the warden to be on her side with her sweet talk.
     2. **Madhavi Kaur**: She is nerdy and a teacher’s tell-tale pet who doesn’t believe in having fun. She also believes that the girls disturb the environment of the hostel with their noisy antics and tries to report them by complaining to the warden.Kritika manipulates her by making her spy on the five girls tokeep her on the loop of what they are doing.
     3. **Straw and Berry:** The two minions of Kiki who try to follow and copy her.
     4. **Gagana:** She is the hostel caretaker who helps Malini and her friends in times of need. She is of the same age group as them and has a strong passion towards studies but had to drop out of school due to financial conditions. She takes tuition lessons in basic Math and English from Malini after school in the hostel compound.
     5. **Aniket Srinivas:** Aniket is the charming boy in the Boarding School with a passion for football and playing the guitar. He is the Head Boy and is arrogant about his power, talent and looks. At first, Malini and Aniket do not get along. Malini hates his arrogance and Aniket hates how she is always right. But later, sparks fly between them and they even do a duet song for the school function together.
     6. **Rajdeep ‘Raj’ Kumar:** The school flirt who always finds a way to talk to all the ‘hot girls’ much to the dismay of Meghna who has a slight crush on him. He uses the signature SRK dialogue – “*Raj; naam toh suna hi hoga*” on all the girls he meets. Later, he starts developing feelings for Meghna in the series after he notices the hidden girl beneath her rebellious streak. He also takes Meghna out on late-night bike rides.
     7. **Aseem Aamir:** The typical shy guy who writes love letters and poetry, Aseem belongs to the 19th Century Victorian era of love and romance. He is very good at ‘*Shayri*’ and has a thing for Ambika. While Ambika is loud and energetic, Aseem, in stark contrast to her is quiet and shy. He does not wear his heart on his sleeve and usually keeps a diary to write down his feelings for Ambika.
     8. **Kushal ‘DJ Kush’ Mehra:** Kushal is Aniket’s arch-rival and the Sports Captain of the school. He has a passion for EDM music and calls himself DJ Kush. He is handsome and athletic. He is also Shruti’s boyfriend in the first few episodes but later they break up because Kushal cheats on her with Kritika. Shruti and Kritika, who were once best friends have a fall out because of him.
     9. **Ramu Bhaiya:** The five girls usually hang out at Ramu Bhaiya’s chai shop after school. He is known for his piping hot chai and crisp samosas.He often tells them stories about his childhood and the fun he had climbing the big mango tree near his house. He also tells the girl about the school being haunted, but the girls don’t believe him until one day they do experience a supernatural phenomenon. (Episode 32)
  3. **Leitmotifs**
     1. **Rose to Jose:** a leitmotif that indicates the romance between Meghna Jose and Rajkumar everytime they meet. It is a small jingle with the voice-over of a woman saying it very musically. It is also a play on the word ‘*Roz*’ which means ‘everyday’ in Hindi.
     2. **Kiki:** a short jingle every time Kritika comes onscreen.
     3. **Boo Boo Blah Blah:** The signature handshake of the five girls that they do when they are upset and need motivation or happy and need celebration.
  4. **Costumes and appearance**

To maintain uniformity and consistency in the characters, the five protagonists will be given signature hairstyles and more or less consistent outfits.

All the girls wear school uniform at school which is a white shirt with a grey pleated skirt. However, since the story focuses on hostel life and most of the episodes will be shot in the hostel; there are signature outfits that they wear to make it easier for the audience to register their personalities.

Malini has side bangs and wears a ponytail. She is usually dressed in a pink kurta. Noyonika has spectacles and wears two plaits. She wears a green T-shirt with the picture of books and white pajamas. Shruti has straight smoothened hair and wears a hair band. She also wears a white polo T-shirt with grey pants. Meghna has an uneven bob-cut and is dressed in black tracks. Lastly, Ambika usually wears a messy blue top with a frilly red skirt.

* 1. **Significance of title**

The title is not a reference to anyone but portrays the frustration of the young teenagers who have to handle crises on their own. It is an indication of how teenagers feel misunderstood and confused in life about their feelings and thoughts. In times like these, the girls find solace in one another and find it easier to convey their problems to each other rather than to a parent or a teacher. The girls also perform adorable monkey-like antics sometimes, hence the word ‘*bandar*’.

1. **Setting**
   1. **Girls’ Hostel:** Major portion of show to be shot here. Elaborate shots of girls in their rooms and in the compound to be shot. Warden’s office will have orange walls, a black office chair and a desk.
   2. **Ramu Bhaiya’s Chat:** A small shack at the corner made with bamboo.
   3. **Boys’ Hostel:** A few shots of the boys will be taken here.
   4. **The International Boarding School:** Shots of campaigning for Head Boy and Sports Captain.
2. **USP:** The show focuses on the lives of young hostel girls, each being different from the other. It can be easily related to by all age groups, including adults who deal with such teenagers at home. The greatest USP is each character in the show has an internal narrative going through them and this makes the show a one that deals with such multiple sub plots within a main sub-plot. What is also interesting is that the series deals with a metaphorical symbolism of overcoming challenges by placing the warden in the ideal reader space of being one of the challenges. Also, all the characters in the end come out stronger and better than they were, ready to face the world. It is truly a story of love, loss and life.