

By George Mendonca

NERUL: Learning computers was once a distant notion for 40-year-old computer-illiterate housewife Ranjana Kanti, until her school-going son annoyed her and then coaxed her to prepare for computer exams. "Mom do you know anything about computers?"



Ranjana Kanti
"An animator is an amalgamation of a talented graphic designer and a broad visionary"

The taunt had its effect though initially it was only to upset her. The next moment she decided to take the plunge and pursue computer education.

Today, she has transformed herself as a distinguished entrepreneur in computer education. She has excelled in the field of multimedia and is recognized as an animator and a graphic designer of repute.

Once she was through, she decided to share her skills with students. She soon was teaching 2D and 3D animations and graphic designing, apart from other short-term courses in programming.

Today she runs a well-equipped computer academy named 'Edutainment Unlimited' in sector-19A, Nerul.

Profile: In 1998, Ranjana started off by joining a full-time course in multimedia.

In 2001, she completed a course in animation and graphic designing from Arena Multimedia, Asia's leading animation education institute with ISO certification to its credit.

Basically, a graduate in English literature from Delhi University, she got an opportunity to work as a special effects artist with Andheri based Maya Entertainment. Thereafter, she worked as a full-time faculty member in Rai University's computer department. However, an urge to move on with the aim on focusing on industry-relevant syllabus, she discussed her aspirations with her husband Anurag Kanti, who advised her to start her own computer institute. Initially, Kanti was a bit skeptical but with her husband's support and her unyielding determination, she launched her own academy 'Edutainment

Multimedia Education - Emerging global revolution

Housewife Ranjana Kanti has emerged as a leading entrepreneur in computer education



Unlimited' in February 2005.

"Since its inception, around 71 students have successfully completed multimedia courses from our academy. Also, since we focus on quality rather than quantity, our academy enrolls only 12 students till their course is completed. Only then the next batch is enrolled. That helps us to give personal attention to every student. 'One student, One computer' is the policy we follow at our academy," says Kanti about the uniqueness at the academy.

Achievements: An amalgamation of creativity and zeal to achieve the target, Kanti has left no stone unturned to grasp every opportunity in the field of multimedia and learn innovative applications.

As a graphic designer she was a part of special effects team for TV serials on Star Plus including *Son Pari*, *Shararat* and *Gharwali-Baharwali*. She has done animation work for Panchatantra CD series. She has fulfilled her passion for teaching by giving guest lectures at SIES College at Nerul and J J School of Arts at Mumbai.

Speaking to In New Bombay, Kanti said, "An animator is an amalgamation of a talented graphic designer and a broad visionary. The various end user segments of animation that constitute the opportunity areas for animation producers in India are feature film production, TV programmes, advertising/commercials, games, online education, CAD/CAE, and industry specific applications (architecture, medical, legal, insurance, etc.)."

"Currently, India is capable of producing about 15,000 animators annually. The

The various other industry-relevant courses offered at the academy are:

Adobe Illustrator	Premiere Pro
Corel Draw	Sound Forge
Adobe Photoshop	3D Max
Adobe Imageready	Maya 6.0
QuarkXpress	Maya Unlimited
PageMaker	Elastic Reality
Flash 5 and Flash MX	After Effects
HTML	Animo
Dreamweaver	Auto Cad
Director	Combustion
Authorware	3D Softimage
Premiere 6.5	Indesign



demand far exceeds the supply. We have a mere 5,000 trained animators when the current requirement is over 50,000. From mobile phones to 70 mm screens, from video games to TV shows there's no reason why we cannot have a billion dollar industry in India in the next 5 years!"

She emphasized, "The main obstacle for us in India is not the dearth of animation training institutes but the poor quality of training imparted here. Under such circumstances E-dutainment Unlimited, affiliated to Redstreet Productions comes as a breath of fresh air to all the aspiring animators & graphic artists."

Informing about her academy she added, "Our academy comprises of an excellent creative team working for various assignments on Commercials- Ads, Short films, Corporate films, Animation movies,

Music videos, Stereoscopy, Print advertising, Story boarding, Visual effects, Film publicity etc.

With project based learning style, students are focused on their creations and not on tools – and this is what distinguishes the students of our institute in the industry. The courses offered in this institute are *Graphic Designing, 2D-3D Animation, Interactive Multimedia, Video Editing & Sound Editing, Morphing-Warping & Motion Graphics & Visual Effects*.

Aim: The academy's prime motto is to focus on creating career-oriented professionals ready for the animation industry.

Every student is trained to perfection capable of emerging as a solitaire in order to showcase his/her caliber when they get absorbed in the industry.

Kanti has a message to housewives too. "My wish is that every housewife should use her inner instinct and creative ideas to pursue multimedia education and excel in this field which has a wide scope. In the near future, India envisages to acquiring the status of a global hub for animation outsourcing," Kanti asserts.

To know more about opportunities in animation or its application in various fields like architecture, engineering, medical and of course in advertising and entertainment like computer games, cartoon networks, movies etc. contact *E-dutainment Unlimited* on Tel.: 32996127 / 9323467256 or at the academy at:

E-dutainment Unlimited

**An Institute Of Animation
& Computer Graphics**

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