



To juggle between three independent yet integrated enterprises and ensure that each emerges successful is no cushy task, but Ranjana Kanti epitomised entrepreneurship against all odds. She runs Clay n' Color Communications, an ad agency which provides a 360 degree branding and integrated marketing communication solutions and PR support. Simultaneously, she also looks after the sister concerns — E-dutainment Unlimited, which offers quality education and industry-relevant training to aspiring animators, digital filmmakers and students and Redstreet Productions, a production house.

Established in 2003, Clay n' Color is among the fastest emerging creative agencies, which strives continually to fulfil the demands of each of its clients by providing 360 degree market solutions. Its designs spell function, elegance and efficacy while its solutions allow for communication synergy that is integral to every brand managers' goal. Redstreet Productions, on the other hand, is a full-service production house comprising highly talented and creative personnel, most of whom are graduates of top institutions like Sheridan, VFS and NID. The firm primarily functions to plan, create and implement solutions within an infinite range of audio-visual communications.

Specialising in 3D animation and gaming is E-dutainment Unlimited, which undertakes 3D animation assignments and projects having live-action elements or vice-versa. Besides developing its own IP content, the organisation engages in high quality work for developing 3D products and character, models, animations, game cinematic and game assets and interiors, among others.

“From advertising commercials to making corporate films and documentaries, we harness diverse media and grab audience attention. We also provide communication solutions that are original and effective and ensure to cater to all the creative processes of production,” said Kanti.

What differentiates Clay n' Color Communications from other advertising firms in the field is its brilliant campaigning which includes creative concepts, digital displays, printed posters, web banners, audio visuals and almost everything that is required to create the right kind of buzz in the market. The company's well-equipped team of passionate experts enjoys excellent track record with clients, which include large corporate houses as well as niche companies. “Our creativity, value-added marketing and timely deliverables transform the client's vision into reality — “Shaping Ideas to Life”.

Along with the talent of our full-service agency, our client roster benefits also from the resources provided by our sister companies, Redstreet Productions and E-dutainment Unlimited,” explained Kanti.

One of the biggest challenges Kanti faced is still trying to overcome is to make the campaign 'India Redefined' a success. “It is a movement to enlighten every Indian citizen and make them aware of their rights and responsibilities, a movement that resurrects India to regain its lost

glory. It is for those Indians who seek to change the country before proudly handing it over to their next generation," asserted Kanti adding that "the movement is still at an evolutionary stage and there are plenty of challenges that still need to be overcome.

So far, the biggest achievement for the company is the merger with international firms and the immense exposure to the different aspects of digital filmmaking. Besides, Kanti's relentless hard work and dedication has not gone unnoticed either. In 2007, she was recognised during an event 'Women of Substance' for the enormous effort she put for a successful entrepreneurial venture. She was also featured in a publication 'Stree Shakti' released in the following year. This apart she was also interviewed by a Mumbai-based news channel and got featured in the cover story of magazines like Digit Magazine and articles in newspapers like DNA and Metro.

For years now, E-dutainment Unlimited has also been providing training and education in graphics, multimedia and animation to people in the age group of 7-70. These also include a number of economically deprived kids who are trained and later find good placements in the industry which has a huge demand for such skilled personnel. As of now it is also looking to recruit creative designers, preferably NID freshers, and marketing persons for Clay n' Color Communications.

An update on Ranjana's entrepreneurial journey

Since her story appeared here, Ranjana received the Global Youth 2009 Award at the India Habitat Center on 12th August 2009, International Youth Day. The awards were presented by Sh.Prakash Jaiswal Minister of Coal, Statistics and Programme Implementation, Sh. Ajay Makhan Minister of State in the Ministry of Home Affairs, Sh.Sultan Ahmed Minister of State in the Ministry of Tourism to 18 different people from India & abroad in different categories. She was the sole awardee in the social sector. The function was telecast live on DD.

Subsequently, she was also interviewed by "Mahua News Channel" on the program "Sun re Sakhi".

Kudos to Ranjana!!