

Rohan's Moustache

Rohan's Moustache was produced by Chinh Early Education Web Channel based in New Delhi, India. The animation describes the real life experience of a boy, Rohan, when he discovered the first hair of his moustache. The program presents the struggles of a young boy growing up and entering puberty and how he finally overcomes and accepts his new self. The program opens up the possibility of using animation as an effective medium to address sensitive issues related to youth which otherwise do not get a forum for discussion in traditional societies and cultures.

Rohan's Moustache was one of the PRIX JEUNESSE INTERNATIONALE 2010 finalists in the 12-15 category.

International Experts' Opinions

Almost all the experts liked the program *Rohan's Moustache* and found it very funny. "I thought *Rohan's Moustache* was lovely" (female expert, Australia). "I think that kids would love to see that" (male expert, Pakistan). They all appreciated the humor in the program. The strong story presented in a short format was perceived as very effective: "it is really short. It was funny and they made it themselves; I thought it was fantastic" (female expert, UK).

The experts were excited about the fact that the program was produced by young people with minimal production cost: "the most important thing: being done by children and written by children. They started with a point and ended with a point" (male expert, Lebanon). A male expert who visited India provided more details about the production of the program. "This is really done by children: they conduct animation workshops, particularly with spastic children. And I think this one wasn't done by spastic children, but by regular children" (male expert, Philippines). One even asserted that "the children can enjoy their own talk instead of having a product given by us, professionals, so to speak, for them. I think it was rather honest and in their own language" (female expert, Korea).

The experts also appreciated the fact that a very natural process of a young boy's experience with his growing moustache was presented in a very simple and natural manner. "I think this also shows that if you have a beautiful idea, some young people who are really eager for this product, and one camera, then it is very different. It hasn't cost a lot, and I think it is very beautiful" (female expert, Denmark). "It is a good program for 13 and 14 – not only in India, but also in Columbia. I like the resolution a lot" (female expert, Columbia).



Figure 1: Rohan, the protagonist.



Figure 2: Children conducting workshops.

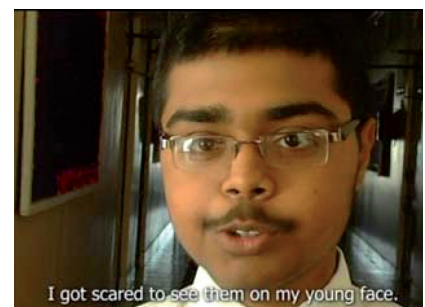


Figure 3: Rohan's narrating his natural growth process.



Figure 4: Rohan's growing moustache.



Figure 5: Children involved in the production of the show.



Figure 6: Finally, Rohan accepted his new look.

International Youth Jury's Opinions

In 2010, the PRIX JEUNESSE INTERNATIONALE included the votes of an international youth jury, organized in co-operation with broadcasters worldwide. Teens between 12-15 years of age in seven countries discussed and judged 16 programs in the 12-15 year-old-category. Here is a summary of their discussions on the program *Rohan's Moustache*.

The youth jury from *Canada* liked the show and thought it was very funny. They really liked the fact that it was made by children. "I liked that it is the kids that made the film" (male). Another youth jury member found the show "interesting" and "educational" (male). Few jury members did not like the program initially but then they changed their opinion about it after they realized the efforts put in by the children in producing the program. "I thought it was very childish at first as it looked more like a kids' show but then when I saw the way it was made it became very interesting, and also because it was based on what the guy was going through" (female).

The youth jury members from *Ghana* had varied opinions about the program. There were some youth who found the program to be very educating and interesting. According to them, the inner feelings of a growing boy during adolescence were very aptly represented in the program. They appreciated the fact that reaching puberty was presented as a natural process as well as the doubts and apprehensions that were experienced by the growing boys: "It was interesting because it pointed out one change that occurs within the age group and they also told us how the movie was done" (female). "I think this documentary was very interesting at the tail end, and I would like to say that all adolescent boys should accept the changes in their bodies and feel proud of it" (male). There were youth jury members though, who found the program "childish" but still thought

that it watching the program was a learning experience. They thought that the program managed to end with a message: "Although it was a bit childish, I learnt that you must accept yourself as you are because that is how God created you" (female). Another male youth jury member commented, "It was funny because of their language and I think it fits into our age group, not because of the animations, but because of the lessons we learnt about accepting your body and the changes that happens to it."

Still there were others who did not like the program at all and found it very boring. "I didn't like it from the beginning to the end" (male). Some even found it childish and not appropriate to their age group. "It was boring and I didn't learn anything from it. When a production is being made for our age group, you do not use drawings. I didn't understand what they were trying to say" (male). They could not understand why a movie could be made out of this trivial topic of a growing moustache. "I didn't like it because a moustache is not a hindrance. In my school people are appreciated for having a moustache. I don't think it is worth making a movie about that because it's just something normal" (male). So, overall it was a very mixed response from the youth jury members from *Ghana*.

The youth jury members from *Georgia* appreciated the animation aspect of the movie. “It was interesting to see at the end how they did the animation” (female). Some even liked the animation more than the program itself: “The animation was nicer than the rest of the film” (female). Another jury member was disappointed though as she felt that “It was edited a bit like commercial” (female).

Some of the youth jury from *Lebanon* enjoyed the program a lot and appreciated it for its innovative and simple idea: “It is an attractive and great idea, I think it is fun” (female). Some also liked the fact that it was made by children with a very low budget. “The animation part is so simple and clear and easy to understand by kids, but I guess it took them a lot of work, some didn’t realize that it’s hard to make” (male). Many were surprised at the ending which they found was very informative as compared to a “silly beginning.” “In the beginning it sounded as a silly idea but at the end I was shocked that it requires so much work” (female). Some found it very boring and could not understand why making a movie on a moustache is so relevant. “It is very well done by teenagers, but the idea is silly, it is not a big deal to get a moustache and if he did, so what?” (male). Most of them however appreciated the fact that it was hard work for the children who made the program and thought the idea was “silly” and “funny.” “Silly movie, didn’t feel related to it, but I guess moustache has big importance in India. I didn’t really like it overall, but I guess it took them a lot of work” (male youth jury). Another commented, “Rohan looks exactly like in the cartoon, it was so funny for me. It is a funny simple subject, and made me entertained and didn’t think much during it. It is funny” (male).

The youth jury members from *Nepal* found the film “interesting” and “effective.” They could understand the problems that a boy faces while growing up and could relate to it. “It is very relevant to youth problems. One of my friend went through the same problem but I did not cut my moustache when it first came, I let it be the way it was” (male). They admired the team work behind the production of the story and appreciated the fact that it was made by the children. “The team work of students for producing the story was good” (female).

The youth jury members from *Venezuela* had a mixed view of the program. Some took the process of change during puberty as something very natural and could not understand the fuss about it. “It is more or less not very interesting. Well, because during puberty one undergoes such a change, but there are people who start shaving but no one gives it attention” (female). However, there were others who could understand the behavior as shown in the program. “I really felt it was a very good video because it shows that the conversation with parents or someone else can help make them better people, and that it is totally normal” (male).



Figure 7: Team work behind the production.



Figure 8: Parents can help the children during adolescence.

Screenshots from Rohan's Moustache © Chinh Early Education Web Channel

Target Audience 7,5	Idea 7,7	Script 6,7	Realization 6,8
Average Score per Category by experts' voters at PRIX JEUNESSE INTERNATIONALE 2010			