

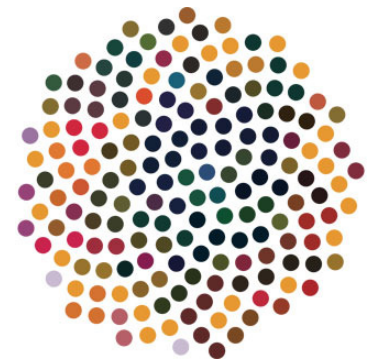
Medicine , Engineering, IAS, MBA,
COMMERCE,PSYCHO.....

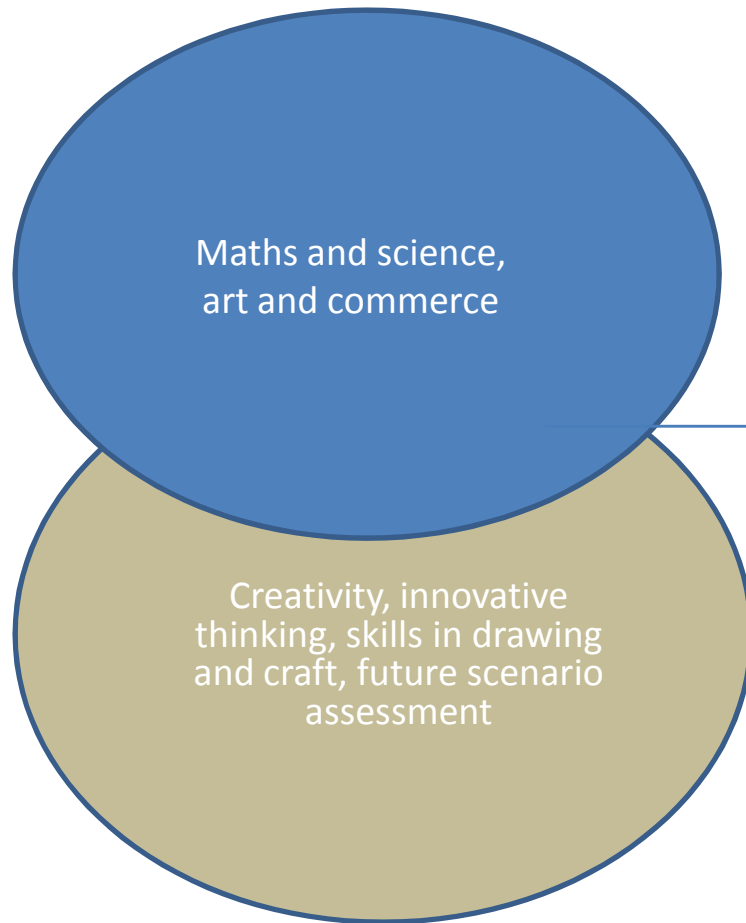
Films, Media, Writing, Design, Fashion,
Innovation



Maths and Science, Art and Commerce -...

Creativity, Innovation, Skills in drawing
and craft, Future scenario assessment





TRUTH – A school of innovation
and storytelling

The Truth School

An Institute of Innovation and Story telling

THE THOUGHT BEHIND IT

Creativity and story telling is not the domain of a select few. It should be accessible to all whether he is a doctor, business man , an artisan, a karigar or a common man.

Everyone should know how to be creative in all life situations. Everyone should be able to communicate ones pain and laughter in life. And hence story telling and innovation should be a life skill not a specialization.

We want storytelling and innovation to be accessible to a common man so he is strengthened to make more effective and more focused decisions about his life.



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THE CONCEPT

We recognize that in today's world quantum leaps in any field are possible and within reach.

Apart from other factors which can be understood and acquired easily, the critical factor of Innovation, creation and visualization – which gives wings to this quantum leap – needs to be identified, nurtured, developed and given shape.

Innovation pervades all imaginative, creative and business fields from ideation to manufacturing to entertainment. Innovation is the final truth behind a great idea.

We see the power of this behind the success of true innovators like Michelangelo, Abraham Lincoln, Gandhi and Bill Gates.



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So...

It should not be just the ownership of people who are naturally right brained, but should be omnipresent and be accessible to all who want to explore , open up their minds and be imaginative and innovative.

As part of a comprehensive plan to celebrate innovation and storytelling, 'The Truth school ; An Institute for Innovation and Story Telling' is launched to propogate –

Creativity as a life skill

Critical thinking and storytelling

Innovation and design thinking

Storytelling using writing, animation & films and acting as primary tools

Future scenario building and visualization

Application of creative skills like graphics, fashion, pottery, craft, art etc.



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How are we going to do this

We will engage in activities to make school and colleges our academic hub for Innovation and story telling.

This will be done by conducting :

- Structured Parallel Creative Curriculum (SPCC) from 4 th standard
- Explore creativity as a life skill as well as professional skill using techniques , case studies and puzzles.
- Workshops and detailed classes in applied creativity like design, fashion, pottery, carpentry, graphics; innovation in science, design, product, culture, religion; storytelling through films, books, acting, animation, puppetry.
- Interaction with professionals practicing in this area
- Events, festivals in all domains of innovation and storytelling.
- Mentor ship model of students who want to take it further.



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A glimpse of the courses we do

Explore a career in TV and films : A learners course to understand and learn filmmaking and television programming

Explore your design edge : Creativity and design thinking – learn creative techniques and apply them in any one field of your choice.

Etiquette , style and communication: Grooming and personality development

Creative writing and print journalism: Explore creativity using words: news, articles for various kinds of magazines, editorials, copy for advertisement, reports, editorials. Specialized writing like short story and novel writing.



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Souls and soles

Faculty from Premium Institutes like

National institute of design
Film and Television inst of India
BITS
NIFT
SRFTII
SRISHTI
IDC – IIT MUMBAI
PRACTITIONERS OF THE CRAFT



The Truth School

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THE BODY



Deepti Pant

She is trained in Design Management and User Research from National Institute of Design, Deepti has more than 16 years of professional experience in the field of Design research and filmmaking. In her career as design strategist and forecaster, she did research and innovation assignments with Samsung, Volkswagen, Colgate Palmolive, LG mobile phones, PI constructions, P&G Singapore etc. She has been head of Onionxt :The Trends and innovation Division Of Onio Design, Pune and Director - Strategy at Centre for Knowledge Societies, New Delhi.

She is formally trained in the craft of filmmaking from FTII, Pune and has worked with ravidespandeproductions in the area of ad films and corporate films. And as a student, she has worked with Saeed Mirza and Vishal Bhardwaj.

Currently she is the founder Director of Ralibha : which is an Innovation Consultancy using design research tools to understand consumer needs and future trends and Paliyoon Design and Film Hub that caters to visualization and creation of graphic design, exhibition design and film and animation solutions.



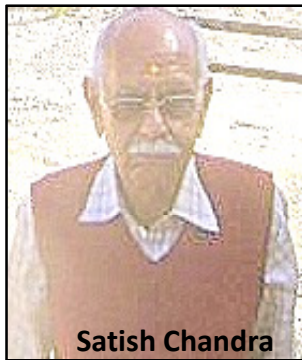
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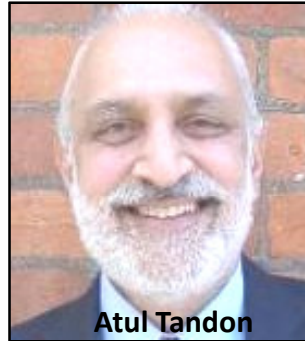
THE THOUGHT



Prof. Madan Mohan
Pant



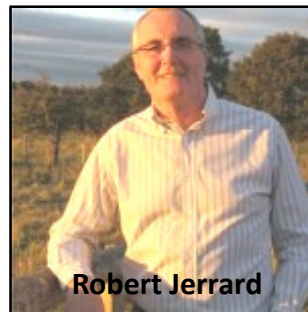
Satish Chandra



Atul Tandon



Prashant Tandon



Robert Jerrard



Atul Tandon