

Nilkomol Ar Lalkomol: the very first motion comics in Bangladesh

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No matter what your age or background is, you will surely enjoy the intense visual and fantastic plot and characters of a good comic book. Did you ever wish to see life into your favourite comic characters? If yes, then the motion comic is the buzzword-filled way for you, which turns all the reading materials into something you can watch along with sound effects and voice-overs. Unfortunately, Bangladesh is yet to get familiar with this hybrid art form. However, mKiddo, an SVOD platform for kids, is all ready to introduce the very first motion comics in Bangladesh.

'Nilkomol Ar Lalkomol' motion comic mKiddo has partnered with Dhaka Comics to make the very first motion comics in the country based on a comic book of Dhaka Comics named 'Nilkomol Ar Lalkomol'. The comic



book is adapted from a story which is originally from 'Thakumar Jhuli', created by Dakshinaranjan Mitra Majumder. It is an old, popular and well-known Bengali fairy tale. The comic book illustration is by Asifur Rahman. He has also worked on the dialogues of this comic. 'Nilkomol Ar Lalkomol' has been branded as an 'mKiddo - Dhaka Comics Original'. The production of this content is entirely funded by MoMagic Bangladesh Ltd. The production is done by an agency called Pink Creative Ltd. VO and sound mix/mastering is done by the Platform Media and Marketing. We talked to Md. Kaisar Kabir, the one who initiated and is supervising this project from MoMagic's side.

Why was this story chosen for the comic?

It is needless to say that we, Bengali people, have a soft corner for all the

stories of Thakumar Jhuli. It is one of the most iconic collections of Bengali folk tales and fairy tales expressing the perception of 'Swadeshi' or indigenous folk literature. These stories also remind us of our rich oral traditions and cultures. Some of the particular stories and characters have gained legendary status and huge popularity over the years. Nilkomol-lalkomol is one of these and so a good option for the first motion comic in Bangladesh. However, there is another reason for choosing this story, according to Md. Kaisar Kabir. "This folk tale has conveyed a beautiful message to us and that is, 'You are not defined by who you are, but you are defined by what you do.' Young minds should be encouraged with such positive thoughts. And this is why we chose this story which is also a part of our folk literature," he said. "This content is already available in books, which means

in 2D form. But we have made the 3D version to bring life into it which will be more fascinating and enjoyable for young people," he added.

How to get access to the motion comic
To get access to all the contents of mKiddo, one needs to open an account in mKiddo app. And this is applicable for this motion comic too. The mKiddo app is available on Google Play store. The subscription fee for the service is 100tk for one month and 300tk for 6 months. After paying the subscription fee, anyone can enjoy this motion comic along with other mKiddo contents. There is an offer available on mKiddo in which one can get access to all mKiddo contents free of cost for the next month. You just need to use the coupon code given on their Facebook page and complete the registration through the given link. The registration is open till 19 December. You can check out the official launch trailer of 'Nilkomol Ar Lalkomol' and also get an overview of their contents from their Facebook page or website before subscribing.

On asking about the future plans regarding the motion comics, Md. Kaisar Kabir replied, "This project is the first of its kind. So we are confused about what type of response we'll get. It will all depend on the feedback of our customers, whether we'll work on more motion comics like this or not. However, we are really excited to introduce a new art form for the first time in Bangladesh." In addition, mKiddo is working to create a safe platform for kids where they can be educated and entertained with qualitative and regulated contents.