

heartwarming stories on the loom of people's hearts." Navigating an unconventional path, Keya admits that she has been very fortunate, and being a woman has not so much been a problem as it has been a positive. "Because we are two women who are working hard to change the way we look at crafts, we have been admired by our families and friends. Not only by them, but also by the craftsmen and people we work with. We have been travelling across India and everyone has been taking care of us with so much love and appreciation."

Since the company is mainly comprised of a two-woman army, Keya and Nidhi know pretty much everything that is needed to make a film; from cinematography, to editing,

music and publicity. "So we both do everything, and even though we live in different cities (Jaipur and Baroda), we come together for the shoot and then edit and work at our individual studios and share files online. Incidentally, for a 3-minute film, they need a month from start to finish (for research, shooting, scripting and editing), while their 30-minute film took them about 8 months to complete.

Apart from the challenges of balancing work life and personal family time, Keya admits that financial hurdles exist too. "We have to keep looking out for grants and different producers for funds. There are a lot of resources available, specifically for women, so keep looking and make the best use of them. Also, you can do a fellowship,

which supports you financially. Our film 'Weaves Of Maheshwar' was a fellowship with PARI – People's Archive of Rural India."

Going forward, Keya hopes that Storyloom Films will be recognised as a pioneer in craft films and her team will be able to take up bigger and more inspirational projects. "I have been going to this National Park called Kahan Kisli since I was three years old; an act that has contributed to my love for the environment and the people taking care of it. Now, we want to make a film on the guides of Kahan Kisli - the real caretakers of the forest. This will be my way of paying homage to it and preserving it," she signs off.



**OUR OBJECTIVE IS TO WEAVE HEARTWARMING STORIES ON THE LOOM OF PEOPLE'S HEARTS**



Stills from Storyloom Films documentaries