

Simply இட்லி

Directed by
Medha Kartha & Subhikshaa S



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI- 600 034**



Simply
இட்லி

Submitted to

DEPARTMENT OF VISUAL COMMUNICATION

In partial fulfillment of B.Sc. Degree (Visual Communication)

Submitted by

**MEDHA KARTHA (1813711090020)
SUBHIKSHAA S (1813711090043)**

Submitted under the guidance of

Mr. G.M.K. Rajhamohan

Faculty Advisor

Department of Visual Communication

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UNDERTAKING LETTER

From

Medha Kartha , Subhikshaa S

III B.Sc. Visual Communication

M.O.P. Vaishnav College for Women

Nungambakkam, Chennai- 600 034

To

Dr. S. Jaishree

Head of the Department

Department of Visual Communication

M.O.P. Vaishnav College for Women

Nungambakkam, Chennai- 600 034

Respected Ma'am,

Sub: Permission for undertaking the project

We request you to grant the necessary permission to undertake the Documentary film “Simply இடம்” project as a part of our curriculum for Production Techniques on January 9th, 2021. We request your help and guidance for this project by providing us with your inputs and assistance.

Thanking you,

Yours faithfully,

Medha Kartha and Subhikshaa S

From

Medha Kartha, Subhikshaa S
III B.Sc. Visual Communication
M.O.P. Vaishnav College for
Women Nungambakkam,
Chennai- 600 034

To

Dr. S. Anurekha
The Technical Head
School of Communication and Media Studies
M.O.P. Vaishnav College for Women
Nungambakkam, Chennai- 600 034

Respected Ma'am,

Sub: Permission for undertaking the equipment

As a part of our curriculum, we are required to produce a 6-7 minute Documentary film "Simply இடம்". We request for college equipment (video camera, studio space, lights, microphones, tripod stands and reflectors) on the 9th of January, 2021. Additionally, we would like to ask for your permission to use the facilities of editing and sound mixing suites at college. We assure you that the equipment and facilities will be handled with utmost care, and will not be tarnished in any manner. We will bear all the responsibilities if anything were to happen to any of the equipment or faculties.

Thanking you,

Yours faithfully,

Medha Kartha and Subhikshaa S

ACKNOWLEDGEMENT

We would like to thank Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women. We are sincerely grateful for her granting us permission and providing us with the facilities to complete this project effectively.

We would also like to thank Dr. S. Anurekha, Technical Head, School of Communication and Media Studies, M.O.P. Vaishnav College for Women for giving us this exposure to the field of production.

We wish to express our sincere gratitude to Dr. S. Jaishree, Head of the Department, Department of Visual Communication, M.O.P. Vaishnav College for Women for her undying support in all our endeavours.

Our deepest appreciation goes towards Mr. G.M.K. Rajhamohan, for guiding us through every step of this project, giving us valuable suggestions, and supervising our project.

We are indebted to the Technical team of M.O.P. Vaishnav College for Women, for providing us with all the technical support, which enabled us to fine-tune and complete this project successfully.

We would like to express our heartfelt gratitude to all the resource personnels, for the invaluable support, patience and being kind enough to consistently help us with our project. This project could not have been completed without their support.

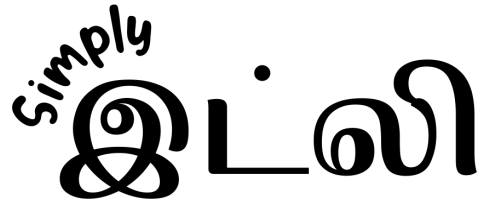
Last but not least, we would like to thank our families for helping and supporting us with this project.

DECLARATION

We hereby declare that the idea and concept of this Documentary film “Simply இட்லி” is not plagiarized and it is our original work.

Medha Kartha and Subhikshaa S

Chennai, Tamil Nadu.



PROJECT PROPOSAL

OBJECTIVE: When one thinks of South-Indian food, the humble idli is the first dish that comes to mind. To the uninitiated, this is a savory rice cake that is made by steaming a fermented mixture of rice and pulses. Our aim is to show how a simple dish like idli, that is made in every South Indian household, can be turned into a business. We will also talk about the health benefits of this globally acclaimed nutritious superfood.

ONE LINER: A documentary on the food - Idli, and how it is a major part of every household old in South India.

GENRE: Documentary

DEMOGRAPHY OF TARGET AUDIENCE:

Age: 10+

Education: Mid School Students and Above

Audience Specification: General Public

CHOICE OF LANGUAGE: English, Tamil

DURATION: 6 -7 minutes

SYNOPSIS: The documentary will begin with how a South Indian family start off their day with making and eating idlis. Idli is a type of savoury rice cake, originating from the Indian subcontinent, popular as breakfast foods in Southern India and in Sri Lanka. The film will go into detail about how the batter is prepared and its health benefits. It will also include an interview with the owner of 'Idlies', to give us an insight about how this humble food turned into a business.

Simply இட்லி

TREATMENT

Montage:

The voice over will be aided by visuals of how the idli batter is prepared, making of the idlis and serving them, and the different varieties of idli.

Visual Relation:

The **first location** is Subhikshaa's home, the kitchen and dining room to show how a South Indian family starts their day by having idlis for breakfast.

The **second location** is 'Idlies' restaurant in Ashok Nagar, to interview the owner about how a humble food like idli got transformed into a business.

(There will also be a time lapse of us travelling to the restaurant.)

Style of Narration:

Dr Sumaiya Hamid, a Nutritionist will talk about the health benefits of idlis.

Mr. Umesh Vaidyanathan, owner of 'Idlies' will narrate his experience of transforming this humble breakfast into a flourishing business and the different varieties of idlis.

Sounds:

Ambient sound in combination with background music will be used during the montages.

The background music when the resource person is talking will be reduced in volume and then be faded out.

Lighting:

Additional lights will have to be brought and set up in the indoor location while interviewing the resource person. It will be used to give the natural warm tone while filming the process of making idlis, the scenes in the restaurant and during the interviews.

Camera Work:

The camera will remain fixed in a Mid Shot of the speaker to bring greater focus to the speaker during the interviews. The camera angles and distance will change according to the scenes involving the food.

Visuals:

We will make use of both synchronous and asynchronous sounds to accompany the visuals in accordance to the scene. They will be set up in a way to show the montages, process and the interview in a natural warm tone.

Style of Editing:

The film will have an artistic touch while maintaining continuity and order throughout.

Voice over for the interviews alone will start before the visuals. All other narrations will be accompanied with the according visuals.

The five parts are as follows:

- a) Introduction of Idli as a household breakfast food.
- b) Making of Idli batter.
- c) Health benefits of Idli.
- d) How a simple household breakfast has turned into a business ,and Interview with 'Idlies' owner - Mr. Umesh Vaidyanathan and the customers.
- e) Conclusion with the highlights.

RESEARCH

Introduction

When one thinks of South-Indian food, the humble idli is the first dish that comes to mind. Idli is a soft, pillowy steamed savory cake made from fermented rice and lentil batter. The lentils used in making idli are urad dal (black gram). The fermentation process breaks down the starches so that they are more readily metabolized by the body. Idli is a traditional breakfast made in every South Indian household. Idli is popular not only in the whole of India but outside India too.

Idli is a vegetarian, vegan, gluten free and makes for one of the healthiest breakfast. Idli has several variations, including rava idli, which is made from semolina. Regional variants include 'sanna' of Konkan.

History

Though the idli is today recognized as a south-Indian delicacy, it may have originated elsewhere. Many believe that the idli came to India between 800-1200CE from Indonesia where it is known as a kedli.

Others believe that Arab traders introduced the Indian coasts to idlis. These Arab traders had strict dietary norms and hence instead of eating the local food which may not have been halaal, they ate flattened rice balls with a coconut paste.

Some historians believe that the word, idli, was derived from Iddalige, a word mentioned in the Vaddaradhane, a Kannada text by Sivakotyacharya in 920AD. There are many who claim that it was derived from the word, Iddarika, a term mentioned in a 12th century Sanskrit text.

Gujarati historians believe that it was Saurashtrian textile merchants who introduced idli to South India during the 10th and 12th centuries. There are even claims that a mix of rice and black gram ground together and later steamed to form cakes had its origins in Gujarat. The Gujarati work Varṇaka Samuccaya (1520 CE) mentions idli as idari, and also mentions its local adaption idada (a non-fermented version of dhokla).

The earliest extant Tamil work to mention idli (as itali) is Maccapuranam, dated to the 17th century.

Preparation

To make Idli, four parts uncooked rice (Idli rice or parboiled rice) to one part whole white lentil (black gram, Vigna mungo) are soaked separately for at least three hours to four hours. Optionally spices such as fenugreek seeds can be added at the time of soaking for additional flavour. Once done soaking, the lentils are ground to a fine paste and the rice is separately

coarsely ground, then they are combined. Next, the mixture is left to ferment overnight during which its volume will more than double. The finished idli batter is put into greased moulds of an idli tray or "tree" for steaming. The perforated molds allow the idlis to be cooked evenly. The tree holds the trays above the level of boiling water in a pot, and the pot is covered until the idlis are done (about 10–25 minutes, depending on size). A more traditional method is to use leaves instead of moulds.

Batter Fermentation Mechanism

Fermentation of idli batter results in both leavening caused by the generation of carbon dioxide as well as an increase in acidity. This fermentation is performed by lactic acid bacteria especially the heterofermentative strain *Leuconostoc mesenteroides* and the homofermentative strain *Enterococcus faecalis* (formerly classified as *Streptococcus faecalis*). Heterofermentative lactic acid bacteria such as *L. mesenteroides* generate both lactic acid as well as carbon dioxide whereas homofermentative lactic acid bacteria only generate lactic acid.

Both *L. mesenteroides* and *E. faecalis* are predominantly delivered to the batter by the black gram. Both strains start multiplying while the grains are soaking and continue to do so after grinding.

L. mesenteroides tolerates high concentrations of salt unlike most other bacteria. Hence the salt in the batter and the ongoing generation of lactic acid both suppress the growth of other undesirable microorganisms.

Ready made Idli batter and mixes

Ready made Idli batter and mixes are a boon for all those who can't or are unable to prepare idli batter at home. These are available in many variants in the market to suit the needs of the consumer.

Some Ready made batter Manufacturers:

iD Fresh Food

iD fresh food was founded in the year 2006 by an IIM-Bangalore alumnus PC Musthafa and his cousins, Shamsudeen TK, Abdul Nazer, Jafar TK and Noushad TD. P C Musthafa is the Chief Executive Officer. The idea was introduced by PC Musthafa when his cousin, who had a kirana store constantly complained about the quality of dosa and idli mixes produced by the local vendor. During the time which Musthafa had spent on weekends in the kirana shops he noticed that the idly dosa batter which were sold in transparent unbranded polythene bags and tied with a rubber band used to sell out very quickly. That was when the new business idea emerged. iD Fresh Foods was started in a 550 sq.ft room with one batter grinder and a

packaging machine. The name iD was suggested by one of the cousins as an acronym for idli dosa (Anon, 2017). Eventually, the venture was named "iD Fresh" indicating an identity for fresh idli and dosa batter.

Thayar Food Products

Thayar Food Products had its inception way back in 1997. The company, which is today a leading manufacturer of wet flour in Chennai, South India, owes its stupendous success to its Founder partners Shri Kannan, S. Mahadevan and Shri A. R. Anandakrishnan whose grit, determination and foresight makes it a name to be reckoned with. The administrative office and factory are both located at West Mambalam, in Chennai. The underlying philosophy of the company is to offer its customers high quality products with personalised service and prompt delivery. Initially starting with the manufacture of Idli / Dosa mavu the company ventured into Adai mavu, Rava Idli maavu and Rava Dosa mavu. No wonder then, that the organisation boasts of a set of qualified personnel consisting of a sales & marketing team, about twenty production staff and ten delivery assistants. The team-work that functions within the company has always been excellent, of course, like its products. Over the years, Thayar Food Products have built up tremendous acceptance and recognition, so much so that its wet flours viz, wet Idli / Dosa maavu, Adai maavu, Rava Idli and Rava dosai have virtually become a household name. The actual products go by the brand name 'Thayar' Well - thought - of marketing strategies, at regular intervals, have ensured that the products cut across all segments of society.

MTR Foods Pvt Ltd

With a 90-year old history of serving authentic Indian Food to Indians, MTR Foods stands tall as an Indian heritage brand. A popular household name today, MTR Foods is synonymous with delicious Indian food in an easy-to-use packaged format. With a diverse portfolio including breakfast, lunch and dinner, snacks and desserts that cover every meal occasion, MTR unifies India tastefully - making the homemaker the 'hero'.

MTR Rice Idli mix , **MTR Rava Idli Mix** ,**MTR Oats Idli mix** and **MTR Masala Idli Mix** are the different idli mix variants that MTR offers.

Health benefits of Idli

The main ingredients for idli are cooked white rice, black lentils and a pinch of salt. No oil is required, as the steaming process prevents the batter from sticking to the mold while cooking.

Idlis contain no cholesterol, no fat, and no saturated fat. Consuming less than 16 grams of saturated fat and 300 milligrams of cholesterol lessens your risk of different cardiovascular disease and stroke. From the salt, each idli does contain about 65 milligrams of sodium which is very normal.

Idli is rich in carbohydrates, proteins, enzymes, fats, amino acids, and fiber. The plus point is it doesn't contain any saturated fats and cholesterol. As a heavy and healthy south Indian food for breakfast, you can have 4 Idlis to get around 300–350 calories.

Since idli is fermented, it is easy to digest. Eating fermented food enables better breakdown of minerals and vitamins in our body, which helps in digestion. According to macrobiotic nutritionist and health practitioner, "Apart from aiding digestion, the lactic acid bacteria present in fermented foods also alter the PH balance in the intestines, which is associated with a long life and good health"

Idli is mainly served with the sambar that goes with it usually has toor dal with some protein and some vegetables providing vitamins, including vitamin C. The coconut chutney provides the fats which are easily assimilated and digested, proven heart friendly.

The journey of a humble breakfast to a successful business:

Idlies (Restaurant)

Run by **Mr. Umesh Vaidyanathan**, Idlies started off as a home-run business that supplied podi Idli to retailers and slowly expanded it by delivering it directly to the customers and later turned into a successful brand that is well known for their unique way of serving idli and other traditional home food. They now run about 6 branches that include 2 from Idlies and 4 from Bowl'd (a sub brand of Idlies). Their mainstay is traditional Tamil cooking made the same way your mother makes it.

References

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- <https://www.karnataka.com/recipe-and-food/a-breakfast-food-unlike-any-other-the-story-of-idli/>
- <https://yennadosa.com/2019/04/02/why-we-should-eat-idli-at-breakfast/#:~:text=Idlis%20contain%20no%20cholesterol%2C%20no,sodium%20which%20is%20very%20normal.>
- <https://food.ndtv.com/food-drinks/what-makes-idli-the-healthiest-snack-we-know-1828798>
- <https://www.idfreshfood.com/>
- <https://www.mtrfoods.com/>
- <https://www.indiamart.com/thayar-foodproducts/aboutus.html>

RESOURCE PERSONNEL

Mr. UMESH VAIDYANATHAN



Mr. Umesh Vaidyanathan

Owner and Founder of Idlies

Mr. Umesh Vaidyanathan, who graduated with Masters in Social work, picked up a career in an advertising agency. Being passionate about developing a product, he chose "Podi Idli" to market it among different retailers. He started the kitchen from his own house, supported by his mother and wife, he began to get more serious about it. From supplying Podi idli to the retailers, they slowly expanded to the different home-cooked menu and started their own delivery fleet to customers. Started their own restaurant space in 2016, Idlies reached out to more people by adding up more items to the menu such as varieties of podi idli, Seppankizhangu fries, Mor kali, Matka thayir sadham with unique packaging methods and unconventional sides to get along with their dishes. The product being their sole strength, they managed to produce another brand under Idlies- "Bowl'd". Currently, they run about 6 branches that include 2 from Idlies and 4 from Bowl'd.

We will be interviewing him about how he successfully turned this humble food into a business.

Ms. SUMAIYA HAMID



Sumaiya Hamid is a certified Dietitian & Sports Nutritionist practicing Nutrition for 10 years.

She's the founder of The Healthy Affair (Instagram handle: [@the.healthy.affair](https://www.instagram.com/the.healthy.affair)) which is a one-stop solution for all Diet & Meal Services and caters to Personalised Diet Plans from children to adults.

She will be talking about the health benefits of idlis.

Simply இட்லி

SCRIPT

VIDEO	AUDIO	DURATION
<p>INT-DAY-TAMIL HOUSEHOLD</p> <p>Segment 1</p> <ul style="list-style-type: none"> • Mid shot of a mother coming down the stairs and switching on the lights. • Focus on the Carvaan Music player when she turns it on and plays the Suprabhatam. • Cut to mid shot of the mother lighting a lamp in the pooja room. • Close up of the smoke rising from the incense sticks. 	<p>Ambient noise and bird chirping sfx.</p> <p>Suprabhatam music starts.</p> <p>Suprabhatam music fades out.</p>	<p>2 minutes</p>
<p>INT-DAY-TAMIL HOUSEHOLD- KITCHEN</p>		<p>25 seconds</p>

Segment 2

- Full shot of the mother entering the kitchen and walking towards the fridge.

- As the mother pulls a vessel out of the fridge.

The screen splits.

- ON THE LEFT :

INT-DAY-TAMIL
HOUSEHOLD-
KITCHEN

The mother pulls the vessel containing the idli batter out of the fridge.

- ON THE RIGHT:

INT-DAY-APARTMENT
- KITCHEN

A young working woman living alone pulls out a packet of remade idli batter out of her fridge.

Carnatic Instrumental music (Track 1) fades in.

<ul style="list-style-type: none"> ● ON THE LEFT : Greases the plates of the idli steamer and pours in the batter and places it on the stove. <p>ON THE RIGHT:</p> <p>INT-DAY-APARTMENT - KITCHEN</p> <p>Greases the plates of the idli steamer and pours in the batter and she places it on her induction stove.</p> <p>The split-screen ends.</p>	<p>Carnatic Instrumental music (Track 1) fades out.</p>	
<p>INT-DAY-TAMIL HOUSEHOLD- KITCHEN\ DINING ROOM</p> <p>Segment 3</p> <ul style="list-style-type: none"> ● The Idlis are ready. ● Mid shot of her turning off the stove and placing the steamer on the countertop. ● As she opens the lid of the steamer, steam gushes out, she pulls out the idli trays and starts to scoop out the idlis from the mold to a Casserole. 	<p>Carnatic music instrumental (Track 2) Fades in</p>	<p>8 seconds</p>

<ul style="list-style-type: none"> ● Close up of the casserole being closed <p>The screen becomes black and comes back</p> <ul style="list-style-type: none"> ● Close up of the casserole being opened by a young girl, pulls out idli, and puts it on her plate. 		
<p>INT-DAY-TAMIL HOUSEHOLD- DINING ROOM</p> <p>Title screen SIMPLY இட்லி</p> <ul style="list-style-type: none"> ● As she puts it on the plate, the camera zooms in on the piping hot Idli and the title emerges along with the steam. 	<p>Carnatic music instrumental (Track 2) Stops playing.</p>	<p>5 seconds</p>
<p>INT-DAY-TAMIL HOUSEHOLD</p> <p>Segment 4</p> <p>Making of the Idli batter:</p> <ul style="list-style-type: none"> ● Ingredients that go into the batter ● Soaking them in water ● Draining the water and 	<p>Narration:</p> <p>When one thinks of South-Indian food, the humble idli is the first dish that comes to mind. To the uninitiated, this is a savory rice cake that is made by steaming a fermented mixture of rice and pulses.</p>	<p>1 minute</p>

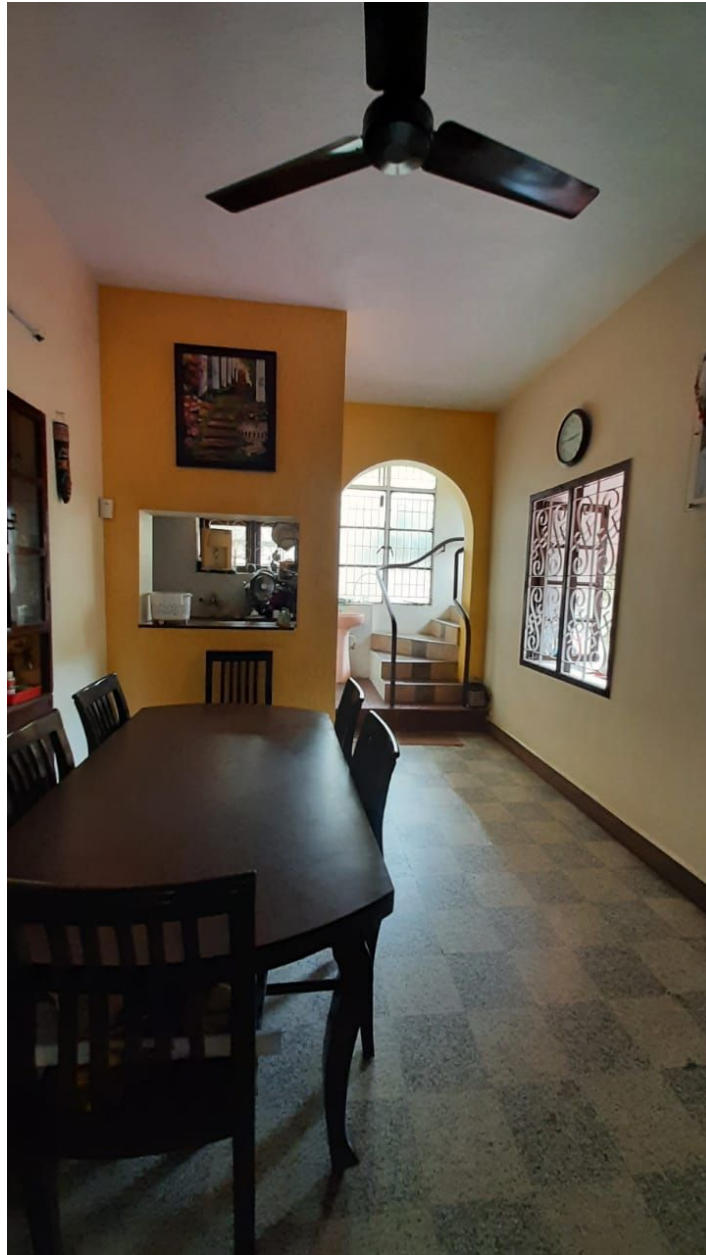
<p>grinding them to form the batter.</p> <p>Close up shots of the ingredients.</p> <p>Close up when the water is being drained.</p> <p>Shots of the ingredients being put into the grinder.</p> <p>Shots of the batter.</p> <p>Shots of ready-made batter packets.</p>	<p>The batter is made the day before by first soaking Parboiled rice and raw rice along with Urad Dal in water for 3-4 hours. Then, the mixture is grinded and the ground mixture is let to ferment overnight. This makes the batter and this batter when stored in the fridge can last for about 2-3 days without getting sour. This is the traditional way of making an idli batter.</p> <p>However in today's modern world, there are ready-made batter and mixes being mass produced in factories and sold at grocery stores and other supermarkets around the globe.</p>	
<p>INT-DAY-CLINIC</p> <p>Segment 5</p> <p>Interview with a nutritionist (about the health benefits of idli.</p>	<p>Live recording of voice over.</p>	<p>1 minute</p>
<p>EXT-DAY-ROADS</p>	<p>Fast tempo Mridangam background music.</p>	<p>7 seconds</p>

<p>Segment 6</p> <p>Time-lapse of us travelling to 'Idlies' restaurant.</p>		
<p>INT-DAY-IDLIES RESTAURANT</p> <p>Segment 7</p> <p>Interview with the owner of 'Idlies'- Mr.Umesh Vaidyanathan along with:</p> <ul style="list-style-type: none"> ● Shots and interviews of the people eating idlis. ● Shots of the different varieties of idlis. 	<p>Live recording of voiceover along with bgm varying in volume depending on what is on the screen.</p>	<p>1 minute</p>
<p>CONCLUSION</p> <p>Segment 8</p> <p>Picture slideshow</p> <p>Credits</p>	<p>South Indian cuisine is a treasure trove of flavour and spice, while most of its hidden gems are still making their way to becoming popular in the food circuit, Idlis have been making South Indian cuisine proud across the sub-continent for the longest time.</p> <p>Carnatic music instrumental (track 3).</p>	<p>40 seconds</p>

6 minutes 25 seconds

LOCATION - 1

Home in Harrington Road, Chennai - 600 030



LOCATION - 2

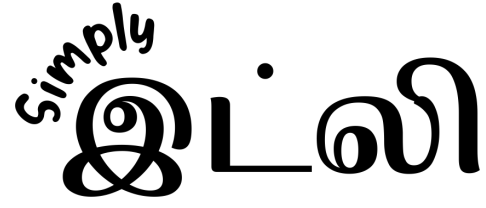
Idlies (Ashok Nagar)

Old 13, New, Number 17, 18th Ave, Ashok Nagar, Chennai, Tamil Nadu 600083



LOCATION SCHEDULE

S.NO	LOCATION	CONTACT PERSON AND CONTACT NUMBER	DATE	TIME
1	M.O.P. Vaishnav College for Women		Saturday, 09th January, 2021	8:15 A.M.
2	Home in Harrington Road		Saturday, 09th January, 2021	9.00 A.M.
3	Nutritionist interview	Resource person- Ms. Sumaiya Hamid	Saturday, 09th January, 2021	2.00 P.M
4	Idlies (Ashok Nagar) Interview	Resource person- Mr. Umesh Vaidyanathan	Saturday, 09th January, 2021	3.00 P.M.
5	M.O.P. Vaishnav College for women		Saturday, 09th January, 2021	5:45 P.M.



SHOOTING SCRIPT

VIDEO	AUDIO	DURATION
<p>INT-DAY-TAMIL HOUSEHOLD</p> <p>Segment 1</p> <ul style="list-style-type: none">• Mid shot of a mother coming down the stairs and switching on the lights.• Focus on the Carvaan Music player when she turns it on and plays the Suprabhatam.• Cut to mid shot of the mother lighting a lamp in the pooja room.• Close up of the smoke rising from the incense sticks.	<p>Ambient noise and bird chirping sfx.</p> <p>Suprabhatam music starts.</p> <p>Suprabhatam music fades out.</p>	<p>2 minutes</p>

<p>INT-DAY-TAMIL HOUSEHOLD- KITCHEN</p> <p>Segment 2</p> <ul style="list-style-type: none"> ● Full shot of the mother entering the kitchen and walking towards the fridge. ● As the mother pulls a vessel out of the fridge. <p style="padding-left: 40px;">The screen splits.</p> <ul style="list-style-type: none"> ● ON THE LEFT : <p>INT-DAY-TAMIL HOUSEHOLD- KITCHEN</p> <p>The mother pulls the vessel containing the idli batter out of the fridge.</p> <ul style="list-style-type: none"> ● ON THE RIGHT: <p>INT-DAY-APARTMENT - KITCHEN</p> <p>A young working woman living alone pulls out a packet of remade idli batter out of her fridge.</p>	<p>Carnatic Instrumental music (Track 1) fades in.</p>	<p>25 seconds</p>

<ul style="list-style-type: none"> ● ON THE LEFT : Greases the plates of the idli steamer and pours in the batter and places it on the stove. <p>ON THE RIGHT:</p> <p>INT-DAY-APARTMENT - KITCHEN</p> <p>Greases the plates of the idli steamer and pours in the batter and she places it on her induction stove.</p> <p>The split screen ends.</p>	<p>Carnatic Instrumental music (Track 1) fades out.</p>	
<p>INT-DAY-TAMIL HOUSEHOLD- KITCHEN\ DINING ROOM</p> <p>Segment 3</p> <ul style="list-style-type: none"> ● The Idlis are ready. ● Mid shot of her turning off the stove and placing the steamer on the countertop. ● As she opens the lid of the steamer, steam gushes out, she pulls out the idli trays and starts to scoop out the idlis 	<p>Carnatic music instrumental (Track 2) Fades in</p>	<p>8 seconds</p>

<p>from the mould to a Casserole.</p> <ul style="list-style-type: none"> ● Close up of the casserole being closed <p>Screen becomes black and comes back</p> <ul style="list-style-type: none"> ● Close up of the casserole being opened by a young girl, pulls out an idli and put it on her plate. 		
<p>INT-DAY-TAMIL HOUSEHOLD- DINING ROOM</p> <ul style="list-style-type: none"> ● As she puts it on the plate, the camera zooms in on the piping hot Idli. 	<p>Carnatic music instrumental (Track 2) Stops playing.</p>	<p>5 seconds</p>
<p>INT-DAY-TAMIL HOUSEHOLD</p> <p>Segment 4</p> <p>Making of the Idli batter:</p> <ul style="list-style-type: none"> ● Ingredients that go into the batter ● Soaking them in water 	<p>Narration:</p> <p>When one thinks of South-Indian food, the humble idli is the first dish that comes to mind. To the uninitiated, this is a savory rice cake that is made by steaming a fermented</p>	<p>1 minute</p>

<ul style="list-style-type: none"> ● Draining the water and grinding them to form the batter. <p>Close up shots of the ingredients.</p> <p>Close up when the water is being drained.</p> <p>Shots of the ingredients being put into the grinder.</p> <p>Shots of the batter.</p> <p>Shots of ready-made batter packets.</p>	<p>mixture of rice and pulses.</p> <p>The batter is made the day before by first soaking Parboiled rice and raw rice along with Urad Dal in water for 3-4 hours. Then, the mixture is grinded and the ground mixture is let to ferment overnight. This makes the batter and this batter when stored in the fridge can last for about 2-3 days without getting sour. This is the traditional way of making an idli batter.</p> <p>However in today's modern world, there are ready-made batter and mixes being mass produced in factories and sold at grocery stores and other supermarkets around the globe.</p>	
<p>INT-DAY-CLINIC</p> <p>Segment 5</p> <p>Interview with a nutritionist (about the health benefits of idli.</p>	<p>Live recording of voice over.</p>	<p>1 minute</p>

<p>EXT-DAY-ROADS</p> <p>Segment 6</p> <p>Time-lapse of us travelling to 'Idlies' restaurant.</p>	<p>Fast tempo Mridangam background music.</p>	<p>7 seconds</p>
<p>INT-DAY-IDLIES RESTAURANT</p> <p>Segment 7</p> <p>Interview with the owner of 'Idlies'- Mr.Umesh Vaidyanathan along with:</p> <ul style="list-style-type: none"> ● Shots and interviews of the people eating idlis. ● Shots of the different varieties of idlis. 	<p>Live recording of voiceover along with bgm varying in volume depending on what is on the screen.</p>	<p>1 minute</p>

<p>CONCLUSION Segment 8 Picture slideshow</p> <p>Credits</p>	<p>South Indian cuisine is a treasure trove of flavour and spice, while most of its hidden gems are still making their way to becoming popular in the food circuit, Idlis have been making South Indian cuisine proud across the sub-continent for the longest time.</p> <p>Carnatic music instrumental (track 3).</p>	<p>40 seconds</p>
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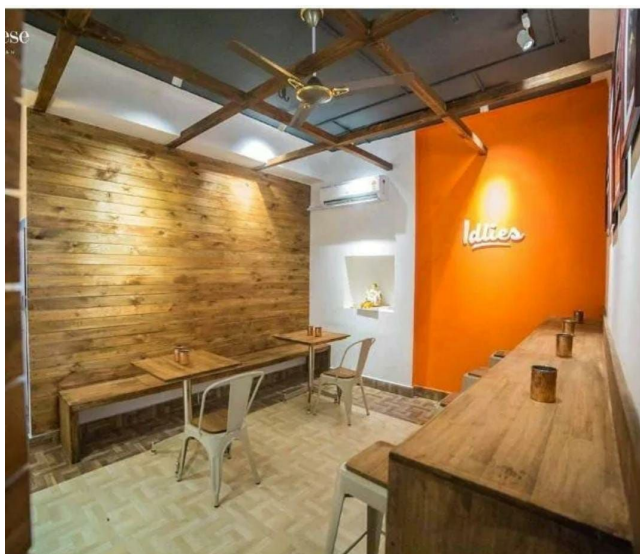
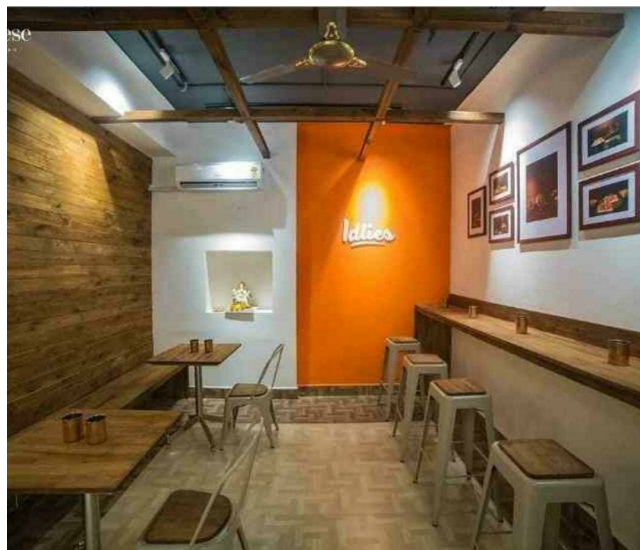
6 minutes 25 seconds

PHOTO BOARD

Segment 1 : House on Harrington Road



Segment 4 : Idlies Restaurant Ashok Nagar



Thank you