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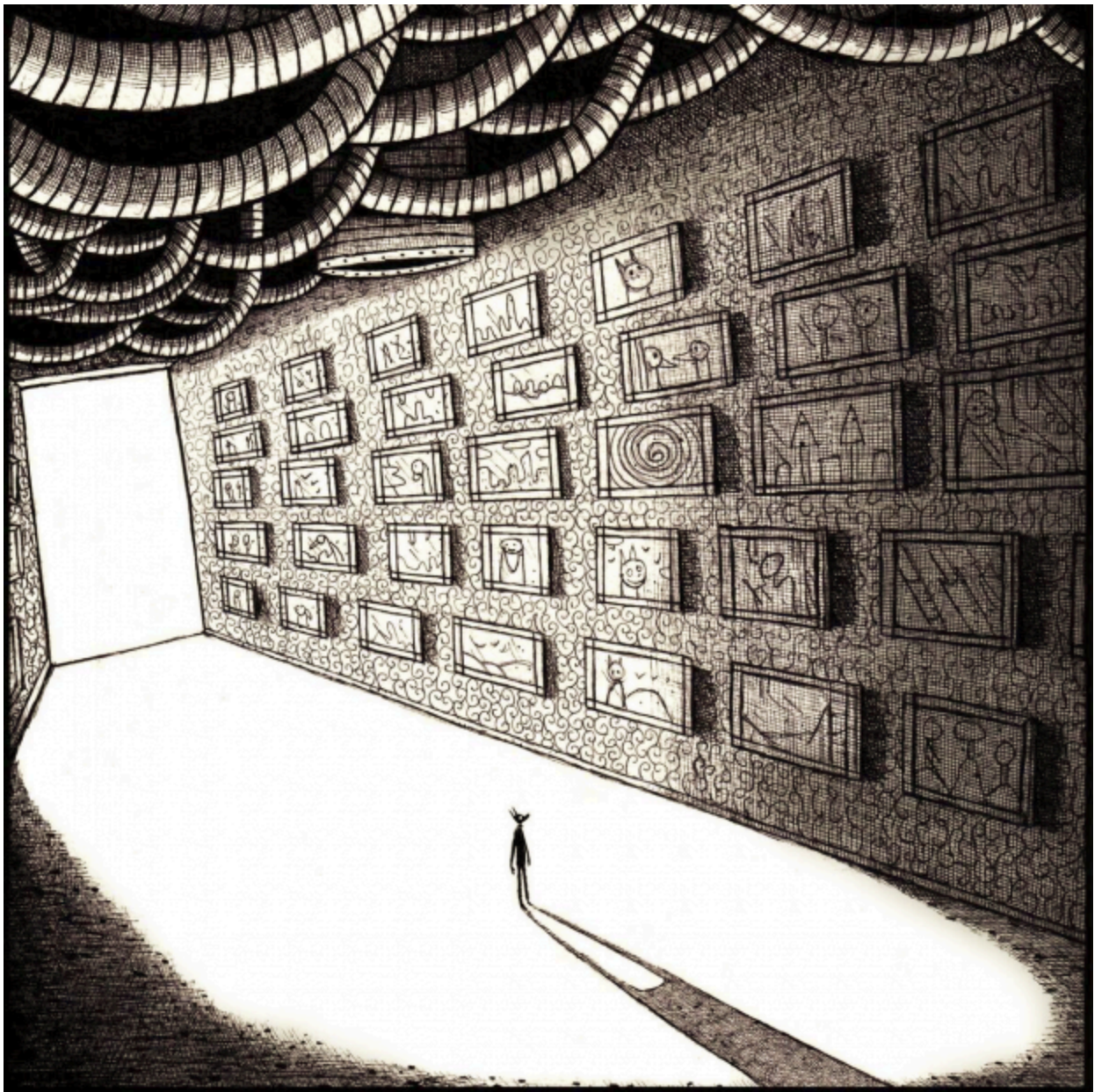
British Council India has launched *Saptan Stories*, a creative project by Aardman Animations, commissioned as part of the UK-India Year of Culture 2017. It is a first of its kind online campaign bringing together seven celebrated artists and the public to create a story for India.

Saptan Stories is a mass collaborative arts event that engages the Indian public to generate a unique crowdsourced short story, interpreted and illustrated by seven standout artists from India and the UK. The artists are Gemma Correll (UK), Aditra Das (India), Tom Mead (UK), Janine Shroff (India/UK), Saloni Sinha (India), Gavin Strange (UK) and Priyesh Trivedi (India).



The Oscar-winning storytellers from Aardman have written the first line of *Saptan Stories* and it is up to the public to write the rest. Over seven weeks, audiences are participating via the [Saptan Stories website](#) where they enter their storyline ideas and vote for a winner. Each week, submitted storylines have the chance to be beautifully illustrated by the seven artists.

For live updates follow the #saptanstories hashtag and visit the project website to find out more about this one of a kind story for the UK India Year of Culture.



UK/India 2017 is a year-long celebration of modern-day India and its 70 year relationship with the UK. Working with a huge number of partners and institutions in both countries, the British Council has developed a programme of cultural activity which will connect and inspire people in both countries; and strengthen and celebrate the UK and India's cultural ties.

Images: [top] Ardritha Das; [middle] Gavin Strange; [bottom] Tom Mead

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