

Working with Srivi Kalyan and Fooniferse
From Interns and students
May 2013

Sreelekha Sureshkumar • Will be starting her M.Des Animation at IIT Bombay in July 2013

I am very blessed to get a mentor like Srivi ma'am. She has influenced and guided, bringing out the best in me. I am very lucky to get to know her as a person. ^{Through} this experience of working closely with her at Fooniferse, I have learned a lot and it has shifted my perspective on how to go forth in life.

Shradha Ramesh • Currently doing her Masters in Art Business at Sotheby's Art Institute, New York

Working at Fooniferse has been a phenomenal experience! I was on a quest to find a chilled out place to work, it was at this juncture that I came across Fooniferse. This fledgling company had more to offer for my thirst for knowledge, aspiration to learn new things and explore different mediums ranging - from conceptualization, research, writing to technology (especially in the art field). The designation given to me was very attractive, unique, original and exciting.

My designation being that of Dream Catcher demanded freedom of exploration and experimentation. The trust and respect placed on my work helped me to come up with innovate ideas and approaches. I was given space to explore and experiment with new concepts and strategies for the organization's marketing and sales process. I learnt to apply business process to a dynamic field such as the arts. There was a steep increase in my learning curve.

I as an individual grew notches up along with the organization. My perception and approach to work changed. I learnt to strike a balance between originality, quality and synergy of output in a fulfilling environment.

Fooniferse is a wonderful platform for thinkers...especially for people who are looking at something off tangent and different in work; A beautiful journey that I can always continue from anywhere in the world at anytime as I desire. This has been my escapade with Fooniferse.

Ashwini Hemalatha on facebook • Currently doing her Masters in Design management at Raffles, Singapore

ur the one who made me realise my love for children, ur the one who made me realise that there are endless possibilities with art and design... ur the one who made me realise that I had the ability to organise many things and take responsibility for things that matter to me and the society.

However small my interaction with u was, u served as an eye opener and guide which will remain with me forever. Thank a lot to Fooniferse, for that learning experience u provided me. Thank u Srivi ma'am. HAPPY BIRTHDAY FOONIFERSE... wishing u a wonderful colorful, journey ahead, while u continue to string creative chords of many more people!!!

Sumana Ravindra • Currently works as Researcher and Registrar at Dakshin Chitra, Chennai

Would you have imagined a workplace where you could sing the silliest of rhymes and at the same time listen to the most professional folk song? A place where you could be as crazy as you want and at the same time be disciplined? A place where you get healthy green chai and munch on chocolates? A place where you could have silliest discussion to enriching ones? Mine was one such workplace. It was the first step after college and the best step, which I couldn't have got anywhere else. It was literally the stepping stone for me, the perfect stone. It was all because of her. She makes you explore areas you wouldn't have imagined exploring, she makes you feel like you are the best. It was such a wholesome experience - from the never ending discussion on art to having the best cup of green tea. I loved every bit of working with her.

She listens, understands and nurtures you the best possible way. She gives you the best tips which you can't get elsewhere. She lets you be crazy and at the same time makes sure you are level headed. She stands for every word of her tagline - Change your viewpoint and makes you look at everything in a wholesome way. What more can one person ask for from their guide?

I have learned a lot of lessons working with her - To be creative, To be bold, To take things as they come, To fight for what you believe in, To stand up for your work and last but not the least to NEVER STOP DREAMING.

I am forever grateful to her for all that she has done for me - for molding me into the person I am today. I hope I make her proud one day :)